

Health Marketing & Communication Resources

Health marketing and communication (general)

Books

Communicating Public Health Information Effectively: A Guide for Practitioners (2002)
Patrick L. Remington (Author), David E. Nelson (Editor), Claudia Parvanta (Editor)

Handbook of Health Communication (2003)
Teresa L. Thompson, Alicia Dorsey, Katherine Miller, Roxanne Parrott (Eds)

Marketing Public Health: Strategies to Promote Social Change (2007)
Siegel and Doner Lotenberg

Public Health Communication: Evidence for Behavior Change (2002)
Robert Hornik (Editor)

Social Marketing: Influencing Behaviors for Good (2007)
Kotler and Lee

Article/Reports/Guides

A Guide to Measuring Advocacy and Policy
<http://www.aecf.org/upload/publicationfiles/DA3622H5000.pdf>

Logic Model Development Guide
<http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>

Making Health Communication Programs Work (National Cancer Institute)
<http://www.cancer.gov/pinkbook>

Materials Pre-testing Guide
<http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/pdf/materialspretestingguide.pdf>

MMWR Framework for Program Evaluation in Public Health
<http://wwwn.cdc.gov/dls/pdf/mmwr/rr4811.pdf>

Scientific and Technical Information: Simply Put
<http://www.cdc.gov/od/oc/simpput.pdf>

Theory at a Glance: A Guide for Health Promotion Practice
<http://www.nci.nih.gov/PDF/481f5d53-63df-41bc-bfaf-5aa48ee1da4d/TAAG3.pdf>

Turning Point: The Basics of Social Marketing

http://www.turningpointprogram.org/Pages/pdfs/social_market/smc_basics.pdf

Journals

American Journal of Public Health

<http://www.ajph.org/>

Cases in Public Health Communication and Marketing

<http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/>

Health Communication

<http://www.informaworld.com/smpp/title~content=t775653649~db=all>

Journal of Health Communication

http://www.gwu.edu/~jih/journal/index_body.htm

Websites

Agency for Toxic Substances and Disease Registry: A Primer on Health Risk Communication

<http://www.atsdr.cdc.gov/risk/riskprimer/index.html>

American Public Health Association: Health Communication Working Group

<http://www.healthcommunication.net/APHA/APHA.html>

The Community Toolbox

<http://ctb.ku.edu/en/>

National Center for Health Marketing (CDC)

<http://www.cdc.gov/healthmarketing/>

Social Marketing for Nutrition and Physical Activity web course

<http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm>

Sustainability Toolkit

http://www.civicpartnerships.org/docs/tools_resources/sustainability.htm

Tools of Change

<http://www.toolsofchange.com/>

Usability.gov

<http://usability.gov/>

Other Tools

CDC Online Newsroom Formatted Articles

<http://www.cdc.gov/media/subtopic/matte.htm>

CDCynergy: multimedia CD-ROM used for planning, managing, and evaluating public health communication programs

<http://www.cdc.gov/healthmarketing/cdcynergy/>

Health Marketing Podcast

http://www.cdc.gov/healthmarketing/podcast_series.htm

HealthCommKey is a searchable database containing comprehensive summaries from published peer-reviewed studies related to health communication (Free registration required)

<http://cfusion.sph.emory.edu/PHCI/Users/LogIn.cfm>

Public Health Image Library

<http://phil.cdc.gov/Phil/home.asp>

Social Marketing Planning Questions

http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/pdf/SM_Planning_Questions.pdf

Health marketing and communication (health condition specific)

Evaluating Nutrition and Physical Activity Social Marketing Campaigns: A Review of the Literature for Use in Community Campaigns

<http://socialmarketing-nutrition.ucdavis.edu/publications.htm#review1>

Overview of Nutrition, Physical Activity, and Obesity Intervention Strategies

<http://www.center-trt.org/index.cfm?fa=op.strategies>

Promoting Nutrition and Physical Activity through Social Marketing: Current Practices and Recommendations

<http://socialmarketing-nutrition.ucdavis.edu/publications.htm#review1>

Taking Action for Heart-healthy and Stroke-free States: A Communication Guide for Policy and Environmental Change

http://www.cdc.gov/dhdsp/library/heart_stroke_guide/index.htm

The Community Guide: Evidence-based recommendations for programs and policies to promote population health

<http://www.thecommunityguide.org/>

Health marketing and communication (disability specific)

Communication Accessibility & Website Guidelines

Clear Communication: An NIH Health Literacy Initiative

<http://www.nih.gov/icd/od/ocpl/resources/clearcommunication/healthliteracy.htm>

Communicating with and about People with Disabilities

<http://www.dol.gov/odep/pubs/fact/comucate.htm>

Designing more usable websites

<http://trace.wisc.edu/world/web/>

Effective Color Contrast, Designing for People with Partial Sight and Color Deficiencies

<http://www.lighthouse.org/accessibility/effective-color-contrast/>

General Effective Communication Requirements under Title II of the ADA

<http://www.ada.gov/pcatoolkit/chap3toolkit.htm>

Healthy People 2010: Health Communication

<http://www.healthypeople.gov/document/HTML/Volume1/11HealthCom.htm>

Marketing to People with Disabilities

<http://www.nod.org/index.cfm?fuseaction=Page.viewPage&pageId=15>

People First - Communicating with and about People with Disabilities

<http://www.nyhealth.gov/nysdoh/promo/people.htm>

Section 508: The Road to Accessibility

<http://www.section508.gov/>

Tips and Strategies to Promote Accessible Communication

<http://www.fpg.unc.edu/~ncodh/pdfs/rbtipsandstrategies.pdf>

VSA arts, Access and Opportunities: A Guide to Disability Awareness

http://www.vsarts.org/documents/resources/general/DAG_2006.pdf

Cultural Competency

Checklist for Developing Culturally Competent Health Communication Programs

http://www.cdc.gov/DHDSP/CDCynergy_training/Content/activeinformation/resources/CV-cross.cult.tool2.pdf

Guides and Resources on Cultural Competency

<http://www.omhrc.gov/templates/browse.aspx?lvl=2&lvlID=107>

More than Words Toolkit: Practical Solutions for Effective Translated Health Information
http://www.hablamosjuntos.org/mtw/download/toolkit_download.asp

Research

Behavioral Risk Factor Surveillance System (BRFSS)
<http://www.cdc.gov/BRFSS/>

CDC's data and statistics
<http://www.cdc.gov/datastatistics/>

Morbidity and Mortality Weekly Report (MMWR)
<http://wonder.cdc.gov/mmwr/mmwrmort.asp>

National Center for Health Statistics
http://www.cdc.gov/nchs/about/major/nhis_dis/nhis_dis.htm

Surveying Persons with Disabilities: A Source Guide, Version II
http://www.mathematica-mpr.com/publications/pdfs/surveypersons_ver2.pdf