

HealthComm KEY

Additional Sources of Information About
Health Communication

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Background

The HealthComm KEY database contains summaries of recent journal articles relating to health communication research and practice. Additional books, articles, journals, websites and other sources that may be useful to individuals interested in health communication are listed here.

Section 1.

“How to” Guidelines for Planning, Implementing, and Evaluating Health Communication Interventions

General Guidelines

The AIDS Control and Prevention (AIDSCAP) Project. (1996). How to create an effective communication project: Using the AIDSCAP strategy to develop successful behavior change interventions. Arlington, VA: Family Health International. [On-line]. Available: <http://www.fhi.org/aids/aidscap/aidspubs/handbooks/effcom.html>

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Section 2.

Case Studies of Health Communication Interventions

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Section 3. **Theories and Models Relevant to** **Health Communication & Health Promotion**

General

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Section 15. Websites/Listservs

Academic Researchers in Marketing Listserv

ELMAR, To subscribe, please email a request specifying
ELMAR-LIST (to receive posts individually) All administrative questions or issues
should be directed to ELMAR-REQUEST@SC.EDU

American Demographics

A division of Cowles Business Media
www.demographics.com, www.marketingtools.com
Tel: 607-273-6343
Fax: 607-273-3196
E-mail: WebMaster@demographics.com

Canada's Social Marketing Network

Health Canada
Partnerships and Marketing Division
Population Health Directorate, Health Promotion and Programs Branch
Jeanne Mance Building, 10th floor
Tunney's Pasture
Ottawa, Ontario, K1A 1B4
Tel: (613)954-2402
<http://www.hc-sc.gc.ca/socialmarketing>

Centers for Disease Control and Prevention (CDC) Media Relations

1600 Clifton Road
MS D-25
Atlanta, GA 30333
Tel: (404) 639-7290
URL: <http://www.cdc.gov/od/oc/media>

Communication Initiative Network

Provides Information, ideas and dialogue related to communication and change, for
people and organizations communicating to make a difference.

<http://www.commmit.com>

Social Marketing Listserver

Georgetown University
Washington DC 20057
listserv@listserv.georgetown.edu
Tel: 202-687-8356

Social Marketing Matters Newsletter
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1600 Wilson Boulevard
Suite 300
Arlington, VA 22209
Tel: 703-312-6800
<http://www.basics.org>

University of Kansas Community Toolbox web site
<http://ctb.lsi.ukans.edu>

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