Health Communication Science Digest

Office of the Associate Director for Communication

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- Briggs, M., Grella, L., Burton, T. A., Yarmuth, M., & Taylor, T. (2012). Understanding and engaging key influencers of youth in high-risk urban communities: A review of the literature. *Social Marketing Quarterly*, *18*(3), 203-220. doi: 10.1177/1524500412460669
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- Freberg, K. (2012). Intention to comply with crisis messages communicated via social media. *Public Relations Review, 38*(3), 416-421. doi: 10.1016/j.pubrev.2012.01.008
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