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.

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

Articles of Interest


White, K., & Simpson, B. (2012). When do (and don't) normative appeals influence sustainable consumer behaviors? *Journal of Marketing, 77*(2), 78-95. doi: [10.1509/jm.11.0278](https://doi.org/10.1509/jm.11.0278)