COMMUNICATION AND MARKETING PUBLICATION LIST FOR
LOCAL, STATE, AND NATIONAL COMMUNITY HEALTH EFFORTS

This publication list provides many examples that can help public health practitioners better understand how communication and marketing contribute to local, state, and national community health efforts. Articles were identified through a review of literature and publications referenced in The Community Guide.

Key Publications on Communication and Marketing


Disclaimer: This publication list is supported by Contract No. GS-00F-0007M, Order No. 200-2015-F-87586 with the Centers for Disease Control and Prevention. These publications do not necessarily represent the views or official position of the U.S. Department of Health and Human Services or the Centers for Disease Control and Prevention. It is provided for informational purposes only. Additionally, information and links to non-federal organizations are provided solely as a service. Links do not constitute an endorsement of any organization by CDC or the federal government, and none should be inferred. CDC is not responsible for the content of the individual organization found at non-federal links.

Communication and Marketing Publication List
This review of the literature was completed on January 17, 2017. Publication dates included in this document range from January 2000 through July 2016.
Select Recommendations and Findings from The Community Guide

Health Communication and Social Marketing Campaigns That Include Mass Media and Health-Related Product Distribution

[RECOMMENDED – STRONG EVIDENCE]


Physical Activity: Community-Wide Campaigns

[RECOMMENDED – STRONG EVIDENCE]


Vaccination Programs: Community-Based Interventions Implemented in Combination

[RECOMMENDED – STRONG EVIDENCE]


Tobacco Use and Secondhand Smoke Exposure: Mass-Reach Health Communication Interventions

[RECOMMENDED – STRONG EVIDENCE]


Motor Vehicle-Related Injury Prevention: Reducing Alcohol-Impaired Driving

[RECOMMENDED – STRONG EVIDENCE]

Campaigns, Programs, and Interventions with Communication Components

Media and Physical Activity and Healthy Eating


Media and Physical Activity


**Media and Healthy Eating**


### Media and Obesity


Media and Health Promotion


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**Media and Clinical Community Linkages**


**Media and Social Determinants of Health**


**Media and Health Equity**


**Media and Health Communication Campaigns That Include Mass Media and Health-Related Product Distribution**

**GENERAL PUBLICATIONS**


REPRODUCTIVE HEALTH CAMPAIGNS


PEDOMETER CAMPAIGNS


RECREATIONAL SAFETY HELMET CAMPAIGNS


Media and Tobacco Use and Second-hand Smoke Exposure

GENERAL PUBLICATIONS


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**ECONOMIC REVIEWS**


Media and Motor Vehicle-Related Injury Prevention


Mass Media Interventions – Other Topic Areas
