

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

1. Centers for Disease Control and Prevention. [The Public Health System and the 10 Essential Public Health Services](#). National Public Health Performance Standards website. Accessed December 1, 2017.
2. Frieden TR. [Government's role in protecting health and safety](#). *N Engl J Med*. 2013;368(20):1857–1859. Accessed December 1, 2017.
3. Frieden TR. [Six components necessary for effective public health program implementation](#). *Am J Public Health*. 2014;104(1):17–22. Accessed December 1, 2017.
4. Frieden TR. [Ten things I wish someone had told me when I became a health officer](#). *Am J Public Health*. 2016;106(7):1214–1218. Accessed December 1, 2017.
5. Mozaffarian D, Afshin A, Benowitz NL, et al. [Population approaches to improve diet, physical activity, and smoking habits: a scientific statement from the American Heart Association](#). *Circulation*. 2012 Sep 18;126(12):1514–63. Accessed December 1, 2017.
6. Office of Disease Prevention and Health Promotion. Healthy People 2020. [HC/HIT-13 Increase Social Marketing in Health Promotion and Disease Prevention](#). Health Communication and Health Information Technology website. Accessed December 1, 2017.
7. US Department of Health and Human Services. [Health Communication and Social Marketing Campaigns That Include Mass Media and Health-Related Product Distribution](#). The Community Guide website. Accessed December 1, 2017.

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]

8. US Department of Health and Human Services. [Health Communication and Social Marketing Campaigns That Include Mass Media and Health-Related Product Distribution](#). The Community Guide website. Accessed December 1, 2017. (Note: This publication is a duplicate of #7 previously cited.)

Physical Activity: Community-Wide Campaigns

[RECOMMENDED – STRONG EVIDENCE]

9. US Department of Health and Human Services. [Physical Activity: Community-Wide Campaigns](#). The Community Guide website. Accessed December 1, 2017.

Vaccination Programs: Community-Based Interventions Implemented in Combination

[RECOMMENDED – STRONG EVIDENCE]

10. US Department of Health and Human Services. [Vaccination Programs: Community-Based Interventions Implemented in Combination](#). The Community Guide website. Accessed December 1, 2017.

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

[RECOMMENDED – STRONG EVIDENCE]

11. US Department of Health and Human Services. [Tobacco Use and Secondhand Smoke Exposure: Mass-Reach Health Communication Interventions](#). The Community Guide website. Accessed December 1, 2017.

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

[RECOMMENDED – STRONG EVIDENCE]

12. US Department of Health and Human Services. [Motor Vehicle Injury – Alcohol-Impaired Driving: Mass Media Campaigns](#). The Community Guide website. Accessed December 1, 2017.

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Campaigns, Programs, and Interventions with Communication Components

Media and Physical Activity and Healthy Eating

13. Baranowski T, Baranowski J, Thompson D, et al. [Video game play, child diet, and physical activity behavior change](#). *Am J Prev Med*. 2011;40(1):33–38. Accessed December 19, 2017.
14. Beaudoin CE, Fernandez C, Wall JL, Farley TA. [Promoting healthy eating and physical activity: short term effects of a mass media campaign](#). *Am J Prev Med*. 2007;32(3):217–223. Accessed December 19, 2017.
15. Dixon H, Scully M, Durkin S, et al. [Finding the keys to successful adult-targeted advertisements on obesity prevention: an experimental audience testing study](#). *BMC Public Health*. 2015;15:804. Accessed December 19, 2017.
16. Grunseit AC, O'Hara BJ, Chau JY, Briggs M, Bauman AE. [Getting the message across: outcomes and risk profiles by awareness levels of the "Measure-Up" obesity prevention campaign in Australia](#). *PLoS One*. 2015;10(4). e0121387. Accessed December 19, 2017.
17. King EL, Grunseit AC, O'Hara BJ, Bauman AE. [Evaluating the effectiveness of an Australian obesity mass-media campaign: how did the "Measure-Up" campaign measure up in New South Wales?](#) *Health Educ Res*. 2013;28(6):1029–1039. Accessed December 19, 2017.
18. Kornfield R, Szczypka G, Powell LM, Emery SL. [Televised obesity-prevention advertising across US media markets: exposure and content, 2010–2011](#). *Public Health Nutr*. 2015;18(6):983–993. Accessed December 19, 2017.
19. Ritland R, Rodriguez L. [The influence of antiobesity media content on intention to eat healthily and exercise: a test of the ordered protection motivation theory](#). *J Obes*. 2014;954784:10 pages. Accessed December 19, 2017.
20. Van Kleef E, Shimizu M, Wansink B. [Food compensation: do exercise ads change food intake?](#) *Int J Behav Nutr Phys Act*. 2011. 8(6):2–10. Accessed December 19, 2017.

Media and Physical Activity

21. Bauman A, Chau J. [The role of media in promoting physical activity](#). *J Phys Act Health*. 2009;6(2 Suppl):S196–S210. Accessed December 4, 2017.
22. Berkowitz JM, Huhman M, Nolin MJ. [Did augmenting the VERB campaign advertising in select communities have an effect on awareness, attitudes, and physical activity?](#) *Am J Prev Med*. 2008;34(6 Suppl):S257–S266. Accessed December 4, 2017.
23. Centers for Disease Control and Prevention. [Promoting Physical Activity, 2nd Edition: A Guide for Community Action](#). Human Kinetics website. Accessed December 4, 2017.

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This review of the literature was completed on January 17, 2017. Publication dates included in this document range from January 2000 through July 2016.

24. Community Preventive Services Task Force. [Recommendations to increase physical activity in communities](#). *Am J Prev Med*. 2002;22(4 Suppl):67–72.
25. Community Preventive Services Task Force. [Stand-alone mass media campaigns to increase physical activity: updated findings from the Community Preventive Services Task Force](#). *Am J Prev Med*. 2012;43(5):562–564. Accessed December 4, 2017.
26. Dolan MS, Weiss LA, Lewis RA, Pietrobelli A, Heo M, Faith MS. [“Take the stairs instead of the escalator”: effect of environmental prompts on community stair use and implications for a national “Small Steps” campaign](#). *Obes Rev*. 2006;7(1):25–32. Accessed December 4, 2017.
27. Gebe K, Bauman AE, Rager-Nash B, Leyden KM. [Does the environment moderate the impact of a mass media campaign to promote walking?](#) *Am J Health Promot*. 2011;26(1):45–48. Accessed December 4, 2017.
28. Huhman ME, Potter LD, Duke JC, Judkins DR, Heitzler CD, Wong FL. [Evaluation of a national physical activity intervention for children: VERB campaign, 2002–2004](#). *Am J Prev Med*. 2007;32(1):38–43. Accessed December 4, 2017.
29. Huhman ME, Potter LD, Nolin MJ, et al. [The influence of the VERB campaign on children’s physical activity in 2002 to 2006](#). *Am J Public Health*. 2010;100(4):628–645. Accessed December 4, 2017.
30. Jenum AK, Anderssen SA, Birkeland KI, et al. [Promoting physical activity in a low-income multiethnic district: effects of a community intervention study to reduce risk factors for type 2 diabetes and cardiovascular disease: a community intervention reducing inactivity](#). *Diabetes Care*. 2006;29(7):1605–1612. Accessed December 4, 2017.
31. Kahn E, Ramsey L, Brownson R, et al. [The effectiveness of interventions to increase physical activity](#). *Am J Prev Med*. 2002;22:73–107. Accessed December 4, 2017.
32. Marshall AL, Owen N, Bauman AE. [Mediated approaches for influencing physical activity: update of the evidence on mass media, print, telephone and website delivery of interventions](#). *J Sci Med Sport*. 2004;7(1):74–80. Accessed December 4, 2017.
33. Price SM, Huhman M, Potter LD. [Influencing the parents of children aged 9–13 years: findings from the VERB campaign](#). *Am J Prev Med*. 2008;34(6 Suppl):S267–S274. Accessed December 4, 2017.
34. Roux L, Pratt M, Tengs TO, et al. [Cost effectiveness of community-based physical activity interventions](#). *Am J Prev Med*. 2008;35(6):578–588. Accessed December 4, 2017.
35. Sharpe PA, Burroughs EL, Granner ML, et al. [Impact of a community-based prevention marketing intervention to promote physical activity among middle-aged women](#). *Health Educ Behav*. 2010;37(3):403–423. Accessed December 4, 2017.
36. Soler RE, Leeks KD, Buchanan LR, et al. [Point-of-decision prompts to increase stair use: a systematic review update](#). *Am J Prev Med*. 2010;38(2 Suppl):S292–S300. December 4, 2017.

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38. Zaza S, Briss PA, Harris KW, Task Force on Community Preventive Services. [Physical Activity. The Guide to Community Preventive Services: What Works to Promote Health?](#) Atlanta, GA: Oxford University Press; 2005.

Media and Healthy Eating

39. Boles M, Adams A, Gredler A, Manhas S. [Ability of a mass media campaign to influence knowledge, attitudes, and behaviors about sugary drinks and obesity.](#) *Prev Med.* 2014;67(1 Suppl):S40–S45. Accessed December 4, 2017.
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43. Kraak VI, Story M. [Influence of food companies’ brand mascots and entertainment companies’ cartoon media characters on children’s diet and health: a systematic review and research needs.](#) *Obes Rev.* 2015;16(2):107–126. Accessed December 5, 2017.
44. Maddock J, Maglione C, Barnett JD, Cabot C, Jackson S, Reger-Nash B. [Statewide implementation of the 1% or Less Campaign.](#) *Health Educ Behav.* 2007;34(6):953–963. Accessed December 5, 2017.
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46. Orr N, Milat AJ, Lin M, Neville L, Develin L. [Evaluation of the 2008 NSW water campaign.](#) *Health Promot J Austr.* 2010;21(2):114–119. Accessed December 5, 2017.
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48. Public Health Institute. [Media, festival, farmers’/flea market, and grocery store interventions lead to improved fruit and vegetable consumption for California Latinos](#) website. Accessed December 5, 2017.

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50. Snyder LB. [Health communication campaigns and their impact on behavior](#). *J Nutr Educ Behav*. 2007;39(2 Suppl):S32–S40. Accessed December 5, 2017.

Media and Obesity

51. Agency for Health Research and Quality. [Interactive, Web-based Educational Program Enhances Knowledge, Attitudes, and Health Outcomes in Individuals with Diabetes](#). AHRQ Health Care Innovations Exchange website. Accessed December 5, 2017.
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53. Bell AC, Wolfenden L, Sutherland R, et al. [Harnessing the power of advertising to prevent childhood obesity](#). *Int J Behav Nutr Phys Act*. 2013;10:114. Accessed December 5, 2017.
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55. Kalin SR, Fung TT. [Comparison of child obesity prevention and control content in mainstream and Spanish-language US parenting magazines](#). *J Acad Nutr Diet*. 2013;113(1):133–140. Accessed December 6, 2017.
56. Morley B, Wakefield M, Dunlop S, Hill D. [Impact of a mass media campaign linking abdominal obesity and cancer: a natural exposure evaluation](#). *Health Educ Research*. 2009;24(6):1069–1079. Accessed December 6, 2017.
57. Patrick K, Raab F, Adams MA, et al. [A text message–based intervention for weight loss: randomized controlled trial](#). *J Med Internet Res*. 2009;11(1). Accessed December 6, 2017.
58. Sanigorski AM, Bell AC, Kremer PJ, Cuttler R, Swinburn BA. [Reducing unhealthy weight gain in children through community capacity-building: results of a quasi-experimental intervention program, Be Active Eat Well](#). *Int J Obes*. 2008;32(7):1060–1067. Accessed December 6, 2017.
59. Schuit A, Wendelvos G, Verschuren W, et al. [Effect of 5-year community intervention Hartslag Limburg on cardiovascular risk factors](#). *Am J Prev Med*. 2006;30(3):237–242. Accessed December 6, 2017.
60. US Department of Health and Human Services. [Assessment of Health Risks with Feedback to Change Employees' Health](#). The Community Guide website. Accessed December 5, 2017.

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Media and Health Promotion

61. Abroms LC, Maibach EW. [The effectiveness of mass communication to change public behavior.](#) *Annu Rev Public Health.* 2008;29:219–234. Accessed December 6, 2017.
62. Agency for Health Research and Quality. [Statewide collaborative combines social marketing and sector-specific support to produce positive behavior changes, halt increase in childhood obesity.](#) AHRQ Health Care Innovations Exchange website. Accessed December 6, 2017.
63. Cugelman B, Thelwall M, Dawes P. [Online interventions for social marketing health behavior change campaigns: a meta-analysis of psychological architecture and adherence factors.](#) *J Med Internet Res.* 2011;13(1):e17. Accessed December 6, 2017.
64. Evans WD. [Social marketing campaigns and children's media use.](#) *Future Child.* 2008;18(1):181–203. Accessed December 6, 2017.
65. Gase LN, Montes C, Robles B, Tyree R, Kuo T. [Media outlet and consumer reactions to promotional activities of the Choose Health LA Restaurants Program in Los Angeles County.](#) *J Public Health Manag Pract.* 2016;22(3):231–244. Accessed December 6, 2017.
66. Gordon R, McDermott L, Stead M, Angus K. [The effectiveness of social marketing interventions for health improvement: what's the evidence?](#) *Public Health.* 2006;120(12):1133–1139. Accessed December 6, 2017.
67. Keller PA, Lehmann DR. [Designing effective health communications: a meta-analysis.](#) *Journal of Public Policy and Marketing.* 2008;27(2):117–130. Accessed December 6, 2017.
68. Morley B, Niven P, Dixon H. [Population-based evaluation of the “LiveLighter” healthy weight and lifestyle mass media campaign.](#) *Health Educ Res.* 2016;31(2):121–135. Accessed December 6, 2017.
69. National Cancer Institute. [Making Health Communication Programs Work.](#) Washington, DC: Institute; 2004. NIH Pub. No. 04-5145. Accessed December 6, 2017.
70. Noar S. [A 10-year retrospective of research in health mass media campaigns: where do we go from here?](#) *J Health Commun.* 2006;11:21–42. Accessed December 6, 2017.
71. O'Hara BJ, Phongsavan P, Gebel K, Banovic D, Buffett KM, Bauman AE. [Longer term impact of the mass media campaign to promote the Get Healthy Information and Coaching Service\(R\): increasing the saliency of a new public health program.](#) *Health Promot Pract.* 2014;15(6):828–838. Accessed December 6, 2017.
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74. Snyder LB, Hamilton MA. [Meta-analysis of U.S. health campaign effects on behavior: emphasize enforcement, exposure, and new information, and beware the secular trend.](#) In: Hornik E, ed. *Public Health Communication: Evidence for Behavior Change*. Hillsdale, NJ: Lawrence Erlbaum Associates; 2002:357–383. Accessed December 6, 2017.
75. Wakefield M, Loken B, Hornik R. [Use of mass media campaigns to change health behavior.](#) *The Lancet*. 2010;376:1261–1271. Accessed December 6, 2017.

Media and Clinical Community Linkages

76. Grilli R, Ramsay C, Minozzi S. [Mass media interventions: effects on health services utilisation.](#) *Cochrane Database Syst Rev*. 2002; Art. No.: CD000389. Accessed December 6, 2017.

Media and Social Determinants of Health

77. Dean HD, Fenton KA. [Integrating a social determinants of health approach into public health practice: a five-year perspective of actions implemented by CDC’s National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention.](#) *Public Health Rep*. 2013;128(3 Suppl):5–11. Accessed December 6, 2017.
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Media and Health Equity

79. Ferdinand AS, Paradies Y, Kelaher MA. [The role of effective partnerships in an Australian place-based intervention to reduce race-based discrimination.](#) *Public Health Rep*. 2013;128(3 Suppl):54–60. Accessed December 6, 2017.
80. Garney WR, Beaudoin CE, Clark HR, et al. [Using community-based participatory research to disseminate a mass media campaign into rural communities.](#) *J Health Commun*. 2015;20(7):799–806. Accessed December 6, 2017.

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

GENERAL PUBLICATIONS

81. Robinson MN, Tansil KA, Elder RW, et al. [Mass media health communication campaigns combined with health-related product distribution: a Community Guide systematic review.](#) *Am J Prev Med*. 2014;47(3):360–371. Accessed December 6, 2017.
82. Task Force on Community Preventive Services. [Combination of mass media health campaigns and health-related product distribution is recommended to improve healthy behaviors.](#) *Am J Prev Med*. 2014;47(3):372–374. Accessed December 6, 2017.

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REPRODUCTIVE HEALTH CAMPAIGNS

83. Kennedy MG, Mizuno Y, Seals BF, Myllyluoma J, Weeks-Norton K. [Increasing condom use among adolescents with coalition-based social marketing](#). *AIDS*. 2000;14(12):1809–18. Accessed December 6, 2017.
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85. Ross MW, Chatterjee NS, Leonard L. [A community level syphilis prevention programme: outcome data from a controlled trial](#). *Sex Transm Infect*. 2004;80(2):100–104. Accessed December 6, 2017.

PEDOMETER CAMPAIGNS

86. De Cocker KA, De Bourdeaudhuij IM, Brown WI, Cardon GM. [Effects of "10,000 Steps Ghent": a whole-community intervention](#). *Am J Prev Med*. 2007;33(6):455–463. Accessed December 8, 2017.

RECREATIONAL SAFETY HELMET CAMPAIGNS

87. Levy AS, Hawkes AP, Rossie GV. [Helmets for skiers and snowboarders: an injury prevention program](#). *Health Promot Pract*. 2007;8(3):257–265. Accessed December 8, 2017.

Media and Tobacco Use and Second-hand Smoke Exposure

GENERAL PUBLICATIONS

88. Bala MM, Strzeszynski L, Topor-Madry R, Cahill K. [Mass media interventions for smoking cessation in adults](#). *Cochrane Database Syst Rev*. 2013(1). Accessed December 8, 2017.
89. Biener L, Reimer RL, Wakefield M, Szczypka G, Rigott NA, Connolly G. [Impact of smoking cessation aids and mass media among recent quitters](#). *Am J Prev Med*. 2006;30(3):217–224. Accessed December 8, 2017.
90. Biglan A. [A randomised controlled trial of a community intervention to prevent adolescent tobacco use](#). *Tob Control*. 2000;9(1):24–32. Accessed December 8, 2017.
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92. Centers for Disease Control and Prevention. [Best Practices for Comprehensive Tobacco Control Programs](#). Atlanta, GA: Centers for Disease Control and Prevention, US Dept of Health and Human Services; 2014. Accessed December 8, 2017.

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95. Cotter T, Perez DA, Dessaix AL, Bishop JF. [Smokers respond to anti-tobacco mass media campaigns in NSW by calling the Quitline](#). *NSW Public Health Bulletin.* 2008;19(3–4):68–71. Accessed December 8, 2017.
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97. Farrelly MC, Davis KC, Haviland ML, Messeri P, Healton CG. [Evidence of a dose-response relationship between “truth” antismoking ads and youth smoking prevalence](#). *Am J Public Health.* 2005;95(3):425–431. Accessed December 8, 2017.
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99. Farrelly MC, Nonnemaker J, Davis KC, Hussin A. [The influence of the National Truth Campaign on smoking initiation](#). *Am J Prev Med.* 2009;36(5):379–384. Accessed December 8, 2017.
100. Frieden TR, Mostashari F, Kerker BD, Miller N, Hajat A, Frankel M. [Adult tobacco use levels after intensive tobacco control measures: New York City, 2002–2003](#). *Am J Public Health.* 2005;95(6):1016–1023. Accessed December 8, 2017.
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108. Task Force on Community Preventive Services. [Recommendations regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke](#). *Am J Prev Med*. 2001;20(2 Suppl):10–15. Accessed December 8, 2017.
109. Terry-McElrath YM, Emery S, Wakefield MA, O'Malley PM, Szczypka G, Johnston LD. [Effects of tobacco-related media campaigns on smoking among 20–30-year-old adults: longitudinal data from the USA](#). *Tob Control*. 2013;22(1):38–45. Accessed December 8, 2017.
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111. Vallone DM, Duke JC, Cullen J, McCausland KL, Allen JA. [Evaluation of EX: a national mass media smoking cessation campaign](#). *Am J Public Health*. 2011;101(2):302–309. Accessed December 8, 2017.
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114. Wasserman MP. [Guide to community preventive services: state and local opportunities for tobacco use reduction](#). *Am J Prev Med*. 2001;20(2 Suppl):8–9. Accessed December 8, 2017.

ECONOMIC REVIEWS

115. Fishman PA, Ebel BE, Garrison MM, Christakis DA, Wiehe SE, Rivara FP. [Cigarette tax increase and media campaign: cost of reducing smoking-related deaths](#). *Am J Prev Med*. 2005;29(1):19–26. Accessed December 8, 2017.
116. Holtgrave DR, Wunderink KA, Vallone DM, Heaton CG. [Cost–utility analysis of the National Truth Campaign to prevent youth smoking](#). *Am J Prev Med*. 2009;36(5):385–388. Accessed December 8, 2017.

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Media and Motor Vehicle-Related Injury Prevention

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