

Centers of Excellence in Health Marketing and Health Communication

New Directions for Evaluating Health
Communication, Marketing, and Media
Activities

Goals of CoE Program

- Create new knowledge regarding
- Support novel interdisciplinary research
- Produce evidence-based health mrktg & hlth comm interventions
- Target diverse, at-risk, hard-to-reach populations

Existing Centers of Excellence

- University of Connecticut (Dr. Leslie Snyder)
- University of Georgia (Dr. Vicki Freimuth)
- University of Washington (Dr. Jeff Harris)