



OVERVIEW AND RESEARCH CAPABILITIES

In September 2006, the Centers for Disease Control and Prevention (CDC) awarded the University of Washington Health Promotion Research Center a three-year, \$3.6-million grant to create a Center of Excellence in health marketing and health communication. The new Health Marketing Research Center (HMRC) joins two other such CDC-funded centers, one at the University of Georgia Biomedical and Health Sciences Institute and one at the University of Connecticut Center for Health/HIV Intervention and Prevention.

The HMRC focuses on chronic disease prevention and emphasizes elimination of health disparities. Center projects explore how marketing and communication strategies can drive successful interventions. Two randomized controlled trials now in the field leverage marketing principles to create effective interventions for the prevention and control of chronic disease. The first trial assesses the value of the public emergency medical response system as a novel distribution channel for health information delivery. The second tests the effectiveness of a marketing intervention designed to motivate and enable employers to adopt evidence-based chronic disease prevention practices.

INVESTIGATORS: HMRC investigators represent the University of Washington Departments of Biostatistics, Epidemiology, and Health Services in the School of Public Health and Community Medicine; the Department of Communication; the Business School, and the School of Medicine.

PARTNERS: HMRC partners include the American Cancer Society and King County Emergency Medical Services. The HMRC Community Advisory Board and Scientific Advisory Board include local and state health system partners with an interest in chronic diseases, and nationally recognized experts in health marketing and communication.

RESEARCH METHODS

- Economic Evaluation
- Laboratory-Based Experimental Design
- Message Development and Testing
- Program Evaluation
- Qualitative Analysis (key informant interviews; focus groups)
- Randomized Controlled Trials/Cluster Randomized Trials
- Survey Design

HEALTH TOPICS

- Chronic Disease
- Cancer
- Hypertension
- Health Disparities
- Healthy Aging

AUDIENCES

- Emergency Medical Services Clients and Providers
- Employees
- Employers
- Individuals with Chronic Disease
- Older Adults/Low-Income Older Adults

DISCIPLINES

- Biostatistics
- Economics
- Epidemiology
- Marketing
- Media Communication
- Policy Analysis
- Public Health Communication
- Social and Cognitive Psychology
- Social Networks