

Morrison, Barbara (CDC/CCHIS/NCHM)

From: McDuffie, Kathleen (CDC/CCHIS/NCHM)
Sent: Wednesday, May 14, 2008 11:26 AM
To: Morrison, Barbara (CDC/CCHIS/NCHM)
Subject: Information collection: Health Marketing

May 14, 2008

From: Kathleen Y. McDuffie
Associate Director for Science, NCHM

RE: Health Marketing

The health marketing project's sole purpose is to provide the CDC with high-quality timely information that will provide guidance to reaching and listening to the people, families, and communities that the agency serves. The information gathered in the process will be utilized to tailor messages, use appropriate distribution and feedback channels, partnerships and communication modes as a response to urgent events or realities.

This project is deemed as public health practice and non research and, therefore, does not require IRB review.

Kathleen Y. McDuffie, PhD, MPH
Commander, USPHS
Associate Director for Science
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention
1600 Clifton Road M/S: E-21
Atlanta, GA 30333
404-498-1114 (voice)
404-498-2221 (fax)