



Are you a **public health, health communication,**  
or **social marketing practitioner?**

Do you have a **case study** that, if profiled, could **advance practice** in your field?

Consider working with a graduate student to submit a case study to  
*Cases in Public Health Communication and Marketing!*

*Cases in Public Health Communication and Marketing* is a student-edited, peer-reviewed journal of The George Washington University School of Public Health and Health Services and is **currently seeking submissions for Volume 3!**

For further details and to check out past volumes, visit [www.casesjournal.org](http://www.casesjournal.org)

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Cases are written by a student and require collaboration with a faculty adviser and original case practitioner who planned or implemented the initiative profiled in the case. To identify a graduate student capable of leading the development in your case, you may wish to contact a graduate school of public health, communication, or marketing at a nearby university. Or you may contact the journal editors at [cases@gwu.edu](mailto:cases@gwu.edu), and we will locate an interested student collaborator for you.

*What is a public health case study?*

A public health case study is the analysis of a real-world program (health communication or social marketing) that the author has experienced or been able to observe.

A case study accepted for publication will include both a description and original analysis or evaluation of the program or program component.

To be considered for Volume 3, student authors must submit a brief **letter of intent** by **Friday, November 14, 2008** to the journal editors at [cases@gwu.edu](mailto:cases@gwu.edu). The **deadline** for **submission** is **Friday, December 19, 2008**. The journal is scheduled for **publication** in **June 2009**.

Please forward this call for submissions to other interested professionals, students, or faculty.

For author inquiries, please email the journal editors at [cases@gwu.edu](mailto:cases@gwu.edu).