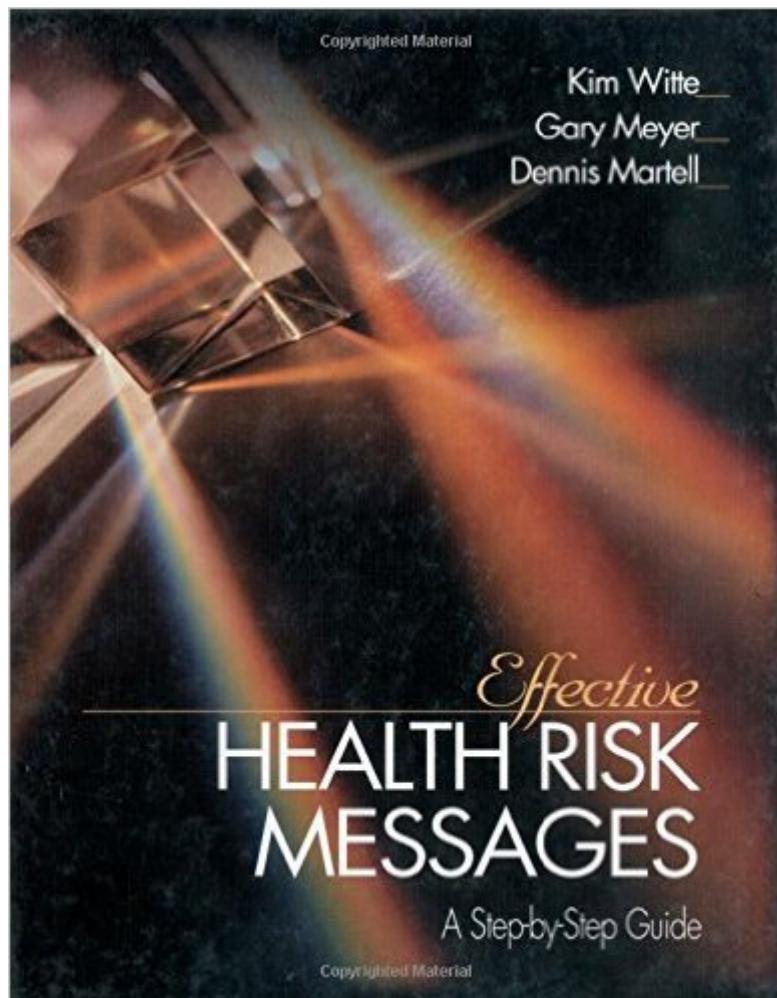


The book was found

Effective Health Risk Messages: A Step-By-Step Guide



Synopsis

Winner of the Distinguished Book Award by the Applied Communication Division of the National Communication Association, 2001 Effective Health Risk Messages provides step-by-step instructions for developing theoretically based campaigns that work. Students and readers will learn about message development theories, formative and summative evaluation, and even basic research designs for evaluating your campaign. Worksheets are provided at the end of each chapter to provide readers with hands-on, practical experiences in developing effective health risk messages. This book is suitable for practitioners, researchers, and students alike, and can act as a stand-alone text or supplementary text for persuasion, public health, advertising, and marketing classes.

Book Information

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Customer Reviews

I was taught that fear appeals didn't work but we used them anyways in our state health department work. This book explains what we instinctively knew -- that fear appeals work and they work well given the right conditions. I like the theory in the book and the worksheets.

This book contains much valuable information for understanding risks and understanding how to get others to understand their risks. I am very pleased with the practicality of the theory behind the book and have found it useful in my crisis communication work.

This book is a wonderful, practice resource for international development staff. Intuitively appealing, it gives good advice on campaign materials development. Most appropriate for non-researchers; great for field staff.

This is one of the few special books I kept after finishing my Masters degree in Public Health- I keep it in my office now and I use it at least a few times each week. Very well written and incredibly helpful guide!

This book is currently my favorite book because of its simplicity and clarity. I am a health educator and always want to do things "right," but could honestly not figure out how to apply professors' articles to my daily work. Finally! This book is just what I've been looking for.

This is a great book. It is easy to understand and use. We need more guides like this.

New ideas for behaviour change specialists. Quite a lovely book.

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