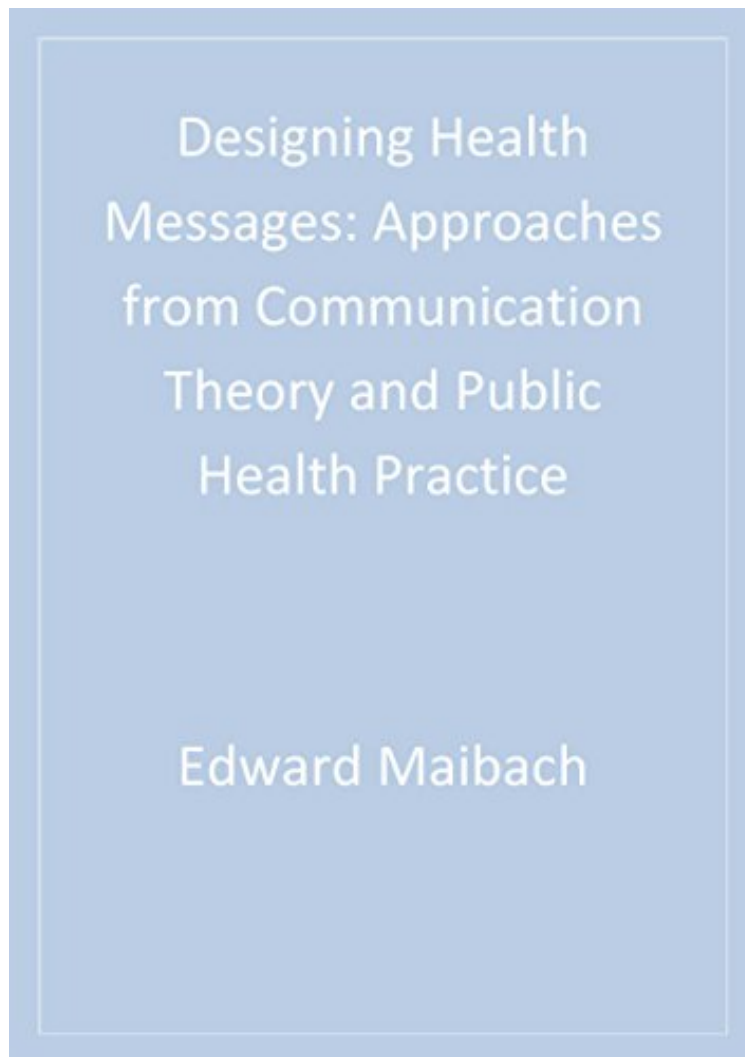


[E-BOOK] Designing Health Messages: Approaches from Communication Theory and Public Health Practice

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KurzbeschreibungHow do you design an effective message for a health campaign? This book explores this question from both practical and theoretical perspectives. The contributors demonstrate the necessity of basing message design decisions on appropriate theories of human behavior and communication effectiveness by synthesizing and integrating knowledge and insights from theory and research in communication and health behavior change. This book will be an essential aid to designing messages for use in health communication campaigns. **Kurzbeschreibung**How do you design an effective message for a health campaign? This book explores this question from both practical and theoretical perspectives. The contributors demonstrate the necessity of basing message design decisions on appropriate theories of human behavior and communication effectiveness by synthesizing and integrating knowledge and insights from theory and research in communication and health behavior change. This book will be an essential aid to designing messages for use in health communication campaigns. **Synopsis** How do you design an effective message for a health campaign? This book explores this question from both practical and theoretical perspectives. The contributors demonstrate the necessity of basing message design decisions on appropriate theories of human behaviour and communication effectiveness by synthesizing and integrating knowledge and insights from theory and research in communication and health behaviour change. This book will be an essential aid to designing messages for use in health communication campaigns.