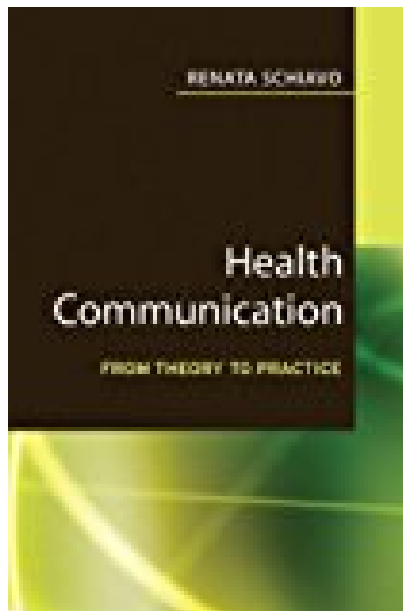


Health Communication From Theory to Practice J-B Public Health Health Services Text - Key words health communication public health health behavior behavior change communications



BOOK DETAILS

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BOOK SYNOPSIS

Now in its second edition, "Health Communication: From Theory to Practice" provides a comprehensive introduction to theory, intervention design, current issues, and special topics in health communication. The book also represents a hands-on guide to program development, implementation, and evaluation. This second edition further emphasizes the importance of a people-centered and participatory approach to health communication interventions, which takes into account key social determinants of health as well as the interconnection of various health and social fields. While maintaining a strong focus on the importance of behavioral, social, and organizational results as key outcomes of health communication interventions, this second edition also includes new or updated information, theoretical models, resources, and case studies on: Health equity Urban health New media Emergency and risk communication Strategic partnerships in health communication Policy communication and public advocacy Cultural competence Health literacy The evaluation of health communication interventions To access a companion website with instructor resources (PowerPoint presentations for all chapters, sample assignments, and other resources), please visit www.wiley.com/go/schiavo2e

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