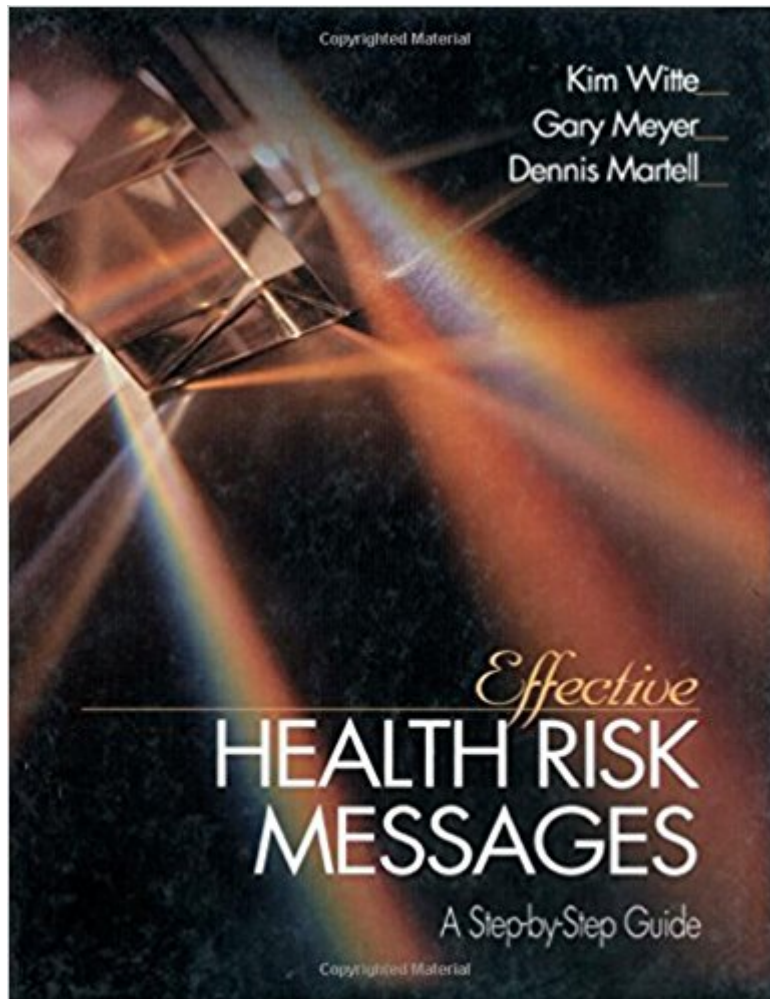# Effective Health Risk Messages: A Step-By-Step Guide

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.

Effective Health Risk Messages: A Step-By-Step Guide COSO Enterprise Risk Management: Establishing Effective Governance, Risk, and Compliance (GRC) Processes Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management The Feeling of Risk: New Perspectives on Risk Perception (Earthscan Risk in Society) Speaking to Teenagers: How to Think About, Create, and Deliver Effective Messages Effective Phrases for Performance Appraisals: A Guide to Successful Evaluations (Neal, Effective Phrases for Peformance Appraisals) Effective Perl Programming: Ways to Write Better, More Idiomatic Perl (2nd Edition) (Effective Software Development Series) Effective Ruby: 48 Specific Ways to Write Better Ruby (Effective Software Development Series) Effective JavaScript: 68 Specific Ways to Harness the Power of JavaScript (Effective Software Development Series) Effective Python: 59 Specific Ways to Write Better Python (Effective Software Development Series) Be a People Person: Effective Leadership Through Effective Relationships At Risk in America: The Health and Health Care Needs of Vulnerable Populations in the United States Quantitative Risk Management, + Website: A Practical Guide to Financial Risk Operational Risk Management: A Complete Guide to a Successful Operational Risk Framework The Knowledge Manager's Handbook: A Step-by-Step Guide to Embedding Effective Knowledge Management in your Organization ISO/IEC 31010:2009, Risk management - Risk assessment techniques Security Risk Management: Building an

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