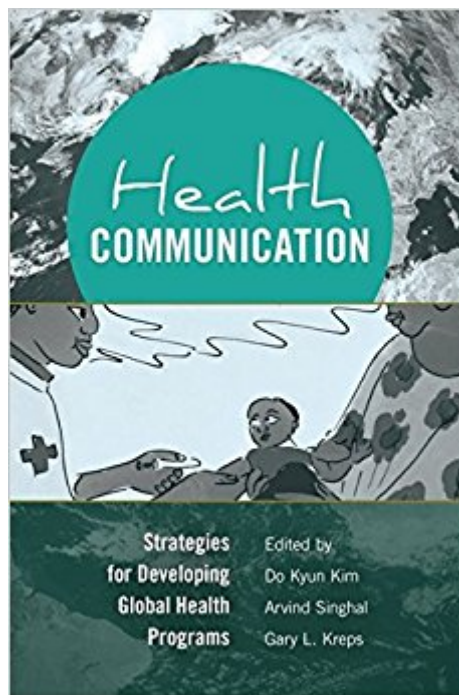




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Health Communication: Strategies For Developing Global Health Programs



Synopsis

Promotion of healthy behaviors and prevention of disease are inextricably linked to cultural understandings of health and well-being. Health communication scholarship and practice can substantially and strategically contribute to people living safer, healthier, and happier lives. This book represents a concrete step in that direction by establishing a strategic framework for guiding global and local health practices. Taking a multi-disciplinary approach, the volume includes state-of-the-art theories that can be applied to health communication interventions and practical guidelines about how to design, implement, and evaluate effective health communication interventions. Few books have synthesized such a broad range of theories and strategies of health communication that are applicable globally, and also provided clear advice about how to apply such strategies. This volume combines academic research and field experience, guided by past and future research agendas and on-the-ground implementation opportunities.

Book Information

Series: Health Communication (Book 5)

Paperback: 383 pages

Publisher: Peter Lang Inc., International Academic Publishers; First edition (September 30, 2013)

Language: English

ISBN-10: 1433118645

ISBN-13: 978-1433118647

Product Dimensions: 0.8 x 6.2 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #977,797 in Books (See Top 100 in Books) #91 in [Books > Textbooks > Medicine & Health Sciences > Medicine > Clinical > Preventive Medicine](#) #215 in [Books > Medical Books > Medicine > Preventive Medicine](#) #309 in [Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Health Policy](#)

Customer Reviews

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of Public Service in Little Rock, Arkansas. Gary L. Kreps (PhD, University of Southern California) is a University Distinguished Professor at George Mason University, where he serves as Chair of the Department of Communication and directs the Center for Health and Risk Communication. Along with professorships at several universities, he was Chief of the Health Communication and Informatics Research Branch at the National Cancer Institute.

This is such an enlightening book, really enjoyed it for my class.

So glad to see all the great scholars and their knowledge through this book! Used for my health comm class!

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