



Health Communication Message Design: Theory and Practice

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The desire to impact positive changes in individuals and society motivates many students, practitioners, and researchers of health communication. This one of a kind text offers guidance on how to design effective health communication messages. This book shows how to build theory-based messages and how to address the diverse characteristics of audiences. While integrating perspectives from public health and social marketing, this book clearly explains core health communication principles and processes for designing effective messages for health communication interventions and campaigns.

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