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WRITING HEALTH COMMUNICATION: AN EVIDENCE-BASED GUIDE (HARDBACK)



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Sage Publications Ltd, United Kingdom, 2012. Hardback. Book Condition: New. New.. 244 x 170 mm. Language: English . Brand New Book. Leaflets, information sheets and written materials designed to influence people s health-related behaviours often fail to achieve their aims. To improve such written materials we need to understand: (i) how people read and process information, (ii) how to design persuasive messages, (iii) how to make written text easy to use and (iv) how to change behaviour. Writing for Health Communication: An Evidence-Based Guide for Professionals is a practical guide to producing effective written materials. The book presents easy-to-understand, evidence-based guidance on providing information, presenting persuasive messages and promoting behaviour change. Topics include: - Message framing, - Use of fear appeals, - Tailoring messages, - Using graphics, - Behaviour change Each chapter is illustrated with examples - including both good and bad practice and covering a range of health topics. For students and professionals in healthcare, health psychology, health education and promotion, and public health, Writing for Health Communication: An Evidence-Based Guide for Professionals is an invaluable guide to best practice.



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