



# Communicating Health: Strategies for Health Promotion

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## Communicating Health: Strategies for Health Promotion

Communication skills are essential to effective health promotion and public health practice. This textbook bridges the gap between health communication theory and health promotion and public health practice. It provides students and practitioners with the knowledge and skills they need to design, plan, implement and evaluate programmes and campaigns.

Now in its second edition, topics covered in the book include:

- Mass media
  
- Diverse audiences
  
- Evaluation
  
- Media analysis
  
- Campaign monitoring

Case studies and interactive activities in each chapter encourage critical thinking and creative campaign design practice.

It will be a valuable resource for students, lecturers and practitioners working across health promotion,

public health, communication, media, healthcare and nursing fields.

Nova Corcoran works as a Senior Lecturer in public health and health promotion at the University of Glamorgan.

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