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Titolo	Evaluating women's health messages [[electronic resource]] : a resource book // Roxanne Louiselle Parrott, Celeste Michelle Condit, editors
Pubbl/distr/stampa	Thousand Oaks, Calif., : SAGE, c1996
ISBN	1-4833-4543-2 1-4522-4795-1
Descrizione fisica	1 online resource (461 p.)
Altri autori (Persone)	ParrottRoxanne ConditCeleste Michelle <1956->
Disciplina	618
Soggetti	Generative organs, Female - Diseases - Research Sexism in medicine Women - Health and hygiene - Sociological aspects Women - Health and hygiene - Research Health education of women Mass media in health education Women's health services - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	part I. Political agendas and women's reproductive health messages -- part II. Historical issues in communicating about women's reproductive health -- part III. A fetal and maternal health approach to communicating about women's reproductive health -- part IV. A campaign perspective for communicating about women's reproductive health -- part V. A social support framework for communicating about women's reproductive health -- part VI. Contemporary priorities in communicating about women's reproductive health.
Sommario/riassunto	The increased attention currently being paid to women's reproductive health issues has produced a corresponding interest in the role that communication plays in promoting better health care. Groundbreaking and comprehensive, this book is the first systematic examination of the

major types and forms of messages about women's reproductive health - medical, social scientific and public - and the degree to which these messages compare with and contradict each other. Within the broad framework of communication, a range of women's health issues are examined in this book from political, historical, t
