

1. Record Nr.	UNINA9910481041803321
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Titolo	Designing health communication campaigns [[electronic resource]] : what works? / / Thomas E. Backer, Everett M. Rogers, Pradeep Sopory
Pubbl/distr/stampa	Thousand Oaks, Calif., : SAGE, 1992
ISBN	1-4833-2552-0 1-4522-5270-X
Descrizione fisica	1 online resource (199 p.)
Altri autori (Persone)	RogersEverett M SoporyPradeep
Disciplina	362.1014
Soggetti	Mass media in health education Communication in medicine 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.
Nota di contenuto	part one. Overview -- part two. Generalizations about health communication campaigns -- part three. Interviews with campaign designers/experts -- part four. Implications and future directions.
Sommario/riassunto	This work identifies successful tactics for mass media campaigns to convince people to obey doctors' orders. The emphasis is on substance abuse, but AIDS, smoking, teenage pregnancy, heart disease, Alzheimer's disease, and seat belts are also considered.