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Titolo	Communicating health risks to the public [[electronic resource]] : a global perspective / / Dawn Hillier
Pubbl/distr/stampa	Aldershot, England ; ; Burlington, VT, : Gower, c2006
ISBN	1-315-57289-3 1-317-16366-4 1-317-16365-6 1-281-09810-8 9786611098100 0-7546-8286-2
Descrizione fisica	1 online resource (166 p.)
Disciplina	362.1
Soggetti	Health risk communication Public health - Citizen participation Risk communication
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 (p. [121]-137) and index.
Nota di contenuto	View from the global village -- Cultural meaning of risk -- How do we perceive risks? -- The art and science of health risk communication -- The amplification of risk : styles and approaches to contemporary health risk communication -- Fast cars and cool cigarettes : resilience of risky behaviour in young people -- Risk communication and the media -- Social life of risk communication -- Communication shapes the world.
Sommario/riassunto	This book reviews current health risk communication strategies, and describes the techniques, including drama, storytelling and scenarios that are used to identify and prioritise key communication issues, and to identify policy responses. The book also