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Nota di contenuto	Cover; Contents; Preface; Part I - Theory-Driven Approaches to Health Message Design; Chapter 1 - Motivation to Attend to Health Messages: Presentation of Content and Linguistic Considerations; Chapter 2 - Encouraging Risk Reduction: A Decision-Making Approach to Message Design; Chapter 3 - Moving People to Behavior Change: A Staged Social Cognitive Approach to Message Design; Chapter 4 - Fear Appeals in Health Promotion Campaigns: Too Much, Too Little, or Just Right?; Chapter 5 - Thinking Positively: Using Positive Affect When Designing Health Messages Chapter 6 - Designing Messages for Behavioral InoculationChapter 7 - Reaching Young Audiences: Developmental Considerations in Designing Health Messages; Chapter 8 - Fishing for Success: Using the Persuasive Health Message Framework to Generate Effective Campaign Messages; Part II - Audience-Centered Strategies for Health Message Design; Chapter 9 - Using Research to Inform Campaign Development and Message Design: Examples from the ""America Responds to AIDS"" Campaign; Chapter 10 - Choosing Audience Segmentation Strategies

and Methods for Health Communication

Chapter 11 - The Gatekeeping Process: The Right Combinations to Unlock the Gates
Chapter 12 - Use of Database Marketing and Consumer-Based Health Communication in Message Design: An Example from the Office of Cancer Communications' "5 a Day for Better Health" Program;
Part III - Combining Theory and Practice: Additional Considerations;
Chapter 13 - Supplementing Health Campaign Messages: Recent Developments in Informing Patients About Their Prescription Drugs;
Chapter 14 - Enabling Health: Policy and Administrative Practices at a Crossroads;
Index; About the Contributors

Sommario/riassunto

How do you design an effective message for a health campaign? This book explores this question from both practical and theoretical perspectives. The contributors demonstrate the necessity of basing message design decisions on appropriate theories of human behaviour and communication effectiveness.
