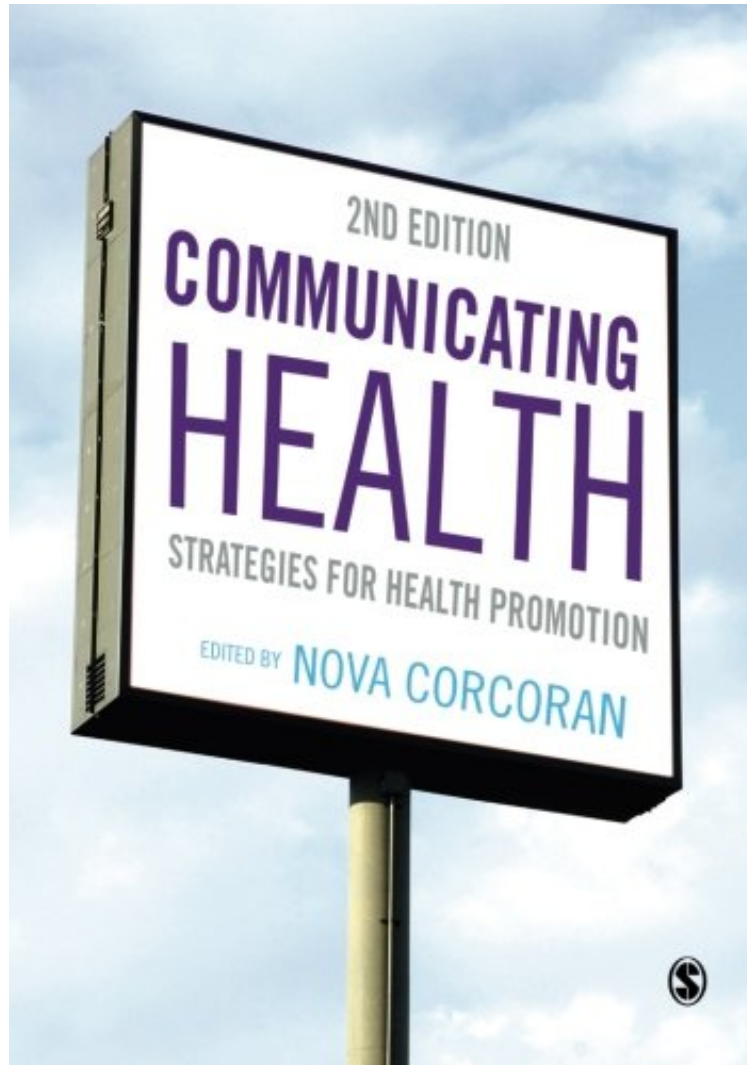


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About the AuthorNova Corcoran is a senior lecturer in public health at the University of South Wales. She has worked as a lecturer for over 15 years and before that as a health promotion practitioner. Her research interests are in the effective design and delivery of health promotion and health communication, and she has published numerous studies within this area. She has also published two textbooks in the area of health communication titled Health Communication: Strategies for Health Promotion and Working on Health Communication.