

(Free and download) Working on Health Communication

## Working on Health Communication

*Nova Corcoran*

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**Nova Corcoran : Working on Health Communication** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Working on Health Communication:

Good communication is at the heart of strategies for effective health promotion and public health. At a time when lifestyle and preventable diseases are still on the rise, practitioners are in need of the skills to deliver effective health messages to the right audience, at the right time. Responding to this demand, Working on Health Communication provides a practical guide to the process of designing, implementing and evaluating campaigns. The book follows the

campaign design process step-by-step. It covers every stage from selecting theoretical models and identifying the message and target audience, right through to running the campaign and evaluating its success. "Real-life examples" of actual campaigns are used throughout to show how theoretical ideas work in practice. Working on Health Communication is ideal for students and practitioners in public health, health promotion and other health-related areas who are working on health campaigns.

'Corcoran's text has crystal clear relevance to all front line practitioners who work to promote health. Using a logical 'can do' approach and a wealth of illustrative examples, this book is both a practical guide and a resource for reviewing campaigns across a range of health domains' - Matthew Jones, University of West of England'Overall, this well-structured book is suitable for health professionals willing to take tips in designing a campaign or to hone their communication skills to deliver effective health messages...A comprehensive guide to health communication' - Current Science 'Corcoran's text has crystal clear relevance to all front line practitioners who work to promote health. Using a logical 'can do' approach and a wealth of illustrative examples, this book is both a practical guide and a resource for reviewing campaigns across a range of health domains' - Matthew Jones, University of West of England" This well-structured book is suitable for health professionals willing to take tips in designing a campaign or to hone their communication skills to deliver effective health messages. Thus, this book is a comprehensive guide to health communicators."--Megha Prakash"Current Science vol 100:12" (06/25/2011)-This well-structured book is suitable for health professionals willing to take tips in designing a campaign or to hone their communication skills to deliver effective health messages. Thus, this book is a comprehensive guide to health communicators.---Megha Prakash-Current Science vol 100:12- (06/25/2011) prime;Overall, this well-structured book is suitable for health professionals willing to take tips in designing a campaign or to hone their communication skills to deliver effective health messages...A comprehensive guide to health communicationprime; - Current Science prime;Corcoranprime;s text has crystal clear relevance to all front line practitioners who work to promote health. Using a logical prime;can doprime; approach and a wealth of illustrative examples, this book is both a practical guide and a resource for reviewing campaigns across a range of health domainsprime; - Matthew Jones, University of West of England" This well-structured book is suitable for health professionals willing to take tips in designing a campaign or to hone their communication skills to deliver effective health messages. Thus, this book is a comprehensive guide to health communicators." (Megha Prakash Current Science vol 100:12 2011-06-25)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.