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# A Public Health Communication Planning Framework

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Public Health Communication Interventions  
Global Public Health Communication  
Health Communication  
Essentials of Public Health Communication  
Writing Health Communication  
Communicating Risk in Public Health Emergencies  
Making Health Communication Programs Work (rev. Ed. )  
Health Communication  
Theory at a Glance  
Space Race  
Health Promotion  
Working on Health Communication  
Public Health Communication  
Health Communication  
Public Health Communication  
Health Communication: Strategies and Skills for a New Era  
Making Health Communication Programs Work  
Communicating to Advance the Public's Health  
Innovations in Social Marketing and Public Health Communication  
The Handbook of Global Health Communication  
Health Communication in the New Media Landscape  
The Future of the Public's Health in the 21st Century  
Evidence-Based Practice for Public Health Emergency Preparedness and Response  
Ongoing Crisis Communication  
Communicating Public Health Information Effectively  
Communication Planning  
Dying in America  
Health Communication  
Risk Communication and Public Health  
Speaking of Health  
Why Wellness Sells  
Health Communication  
Strategic Communication  
Communication Planning  
Health Communication Fundamentals  
Public Health Reports  
Making Data Talk  
Health Communication Message Design

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## SANTANA GAVIN

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*Public Health Communication Interventions* National Academies Press

*Essentials of Public Health Communication* Jones & Bartlett Learning

*Global Public Health Communication* SAGE Publications

How and why the idea of wellness holds such rhetorical—and harmful—power. In *Why Wellness Sells*, Colleen Derkatch examines why the concept of wellness holds such rhetorical power in contemporary culture. Public interest in wellness is driven by two opposing philosophies of health that cycle into and amplify each other: restoration, where people use natural health products to restore themselves to prior states of wellness; and enhancement, where people strive for maximum wellness by optimizing their body's systems and functions. *Why Wellness Sells* tracks the tension between these two ideas of wellness across a variety of sources, including interviews, popular and social media, advertising, and online activism. Derkatch examines how wellness manifests across multiple domains, where being "well" means different things, ranging from a state of pre-illness to an empowered act of good consumer-citizenship, from physical or moral purification to sustenance and care, and from harm reduction to optimization. Along the way, Derkatch demonstrates that the idea of wellness may promise access to the good life, but it serves primarily as a strategy for coping with a devastating and overwhelming present. Drawing on scholarship in the rhetoric of health and medicine, the health and medical humanities, and related fields, Derkatch offers a nuanced account of how language, belief, behavior, experience, and persuasion collide to produce and promote wellness, one of the most compelling—and harmful—concepts that govern contemporary Western life. She explains that wellness has become so pervasive in the United States and Canada because it is an ever-moving, and thus unachievable, goal. The concept of wellness entrenches an individualist model of health as a personal responsibility, when collectivist approaches would more readily serve the health and

well-being of whole populations.

**Health Communication** Jones & Bartlett Learning

Designed as a textbook for classroom use Glossary and bibliography will be useful pedagogy

*Essentials of Public Health Communication* Jones & Bartlett Learning

This book is a must have for anyone designing or developing a campaign in health promotion or public health. It is the only textbook which takes the reader right through the planning, implementation and evaluation of a health communication campaign.

*Writing Health Communication* John Wiley & Sons

The Institute of Medicine's Roundtable on Population Health Improvement brings together individuals and organizations that represent different sectors in a dialogue about what is needed to improve population health. On September 22, 2014, the roundtable held a workshop to discuss some of the science of health communication, audiences, and messaging, and to explore what it will take to generate widespread awareness, acceptance, and action to improve health, including through the entertainment media, the news media, and social media. This report summarizes the presentations and discussion of the workshop.

**Communicating Risk in Public Health Emergencies** SAGE

Leaflets, information sheets and written materials designed to influence people's health-related behaviours often fail to achieve their aims. To improve such written materials we need to understand: (i) how people read and process information, (ii) how to design persuasive messages, (iii) how to make written text easy to use and (iv) how to change behaviour. *Writing for Health Communication: An Evidence-Based Guide for Professionals* is a practical guide to producing effective written materials. The book presents easy-to-understand, evidence-based guidance on providing information, presenting persuasive messages and promoting behaviour change. Topics include: - Message framing, - Use of fear appeals, - Tailoring messages, - Using graphics, - Behaviour change Each chapter is illustrated with examples - including both good and bad practice and covering a range of health topics. For students and professionals in healthcare, health

psychology, health education and promotion, and public health, *Writing for Health Communication: An Evidence-Based Guide for Professionals* is an invaluable guide to best practice.

*Making Health Communication Programs Work (rev. Ed.)* JHU Press

Public health officials are constantly dispensing important health information to the masses through various media outlets. This comprehensive, practical new book teaches important skills and techniques to communicate public health issues effectively, including: health communication in emergency preparedness; the importance of social marketing techniques; public-private partnerships; building direct links between communication and health service delivery by way of pragmatic strategies; maximizing information reach through interdisciplinary planning; and much more.

*Health Communication* National Academies Press

International in scope, *The Handbook of Global Health Communication* offers a comprehensive and up-to-date analysis of the role of communication processes in global public health, development and social change Brings together 32 contributions from well-respected scholars and practitioners in the field, addressing a wide range of communication approaches in current global health programs Offers an integrated view that links communication to the strengthening of health services, the involvement of affected communities in shaping health policies and improving care, and the empowerment of citizens in making decisions about health Adopts a broad understanding of communication that goes beyond conventional divisions between informational and participatory approaches  
*Theory at a Glance* SAGE

A resource for public officials on the basic tenets of effective communications generally and on working with the news media specifically. Focuses on providing public officials with a brief orientation and perspective on the media and how they think and work, and on the public as the end-recipient of info.; concise presentations of techniques for responding to and cooperating with the media in conveying info. and delivering messages, before, during, and after a public health crisis; a practical guide to the tools of the trade of media relations and public

communications; and strategies and tactics for addressing the probable opportunities and the possible challenges that are likely to arise as a consequence of such communication initiatives. III.

Space Race John Wiley & Sons

"Bringing together a wide variety of perspectives on risk communication, this up-to-date review of a high profile and topical area includes practical examples and lessons."--[Source inconnue].

*Health Promotion* Jones & Bartlett Learning

We are what we eat. That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels. And, it's not just what we eat that affects our health. Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health. Lifestyle choices have enormous impact on our health and well being. But, how do we communicate the language of good health so that it is uniformly received-and accepted-by people from different cultures and backgrounds? Take, for example, the case of a 66 year old Latina. She has been told by her doctor that she should have a mammogram. But her sense of fatalism tells her that it is better not to know if anything is wrong. To know that something is wrong will cause her distress and this may well lead to even more health problems. Before she leaves her doctor's office she has decided not to have a mammogram-that is until her doctor points out that having a mammogram is a way to take care of herself so that she can continue to take care of her family. In this way, the decision to have a mammogram feels like a positive step. Public health communicators and health professionals face dilemmas like this every day. *Speaking of Health* looks at the challenges of delivering important messages to different audiences. Using case studies in the areas of diabetes, mammography, and mass communication campaigns, it examines the ways in which messages must be adapted to the unique informational needs of their audiences if they are to have any real impact. *Speaking of Health* looks at basic theories of communication and behavior change and focuses on where they apply and where they don't. By suggesting creative strategies and guidelines for speaking to diverse audiences now and in the future, the Institute of Medicine seeks to take health communication into the 21st century. In an age where we are inundated by multiple messages every day, this book will be a

critical tool for all who are interested in communicating with diverse communities about health issues.

*Working on Health Communication* DIANE Publishing

This text introduces students to the principles and practice of health promotion in Australian and international public health contexts.

*Public Health Communication* Cambridge University Press

When communities face complex public health emergencies, state local, tribal, and territorial public health agencies must make difficult decisions regarding how to effectively respond. The public health emergency preparedness and response (PHEPR) system, with its multifaceted mission to prevent, protect against, quickly respond to, and recover from public health emergencies, is inherently complex and encompasses policies, organizations, and programs. Since the events of September 11, 2001, the United States has invested billions of dollars and immeasurable amounts of human capital to develop and enhance public health emergency preparedness and infrastructure to respond to a wide range of public health threats, including infectious diseases, natural disasters, and chemical, biological, radiological, and nuclear events. Despite the investments in research and the growing body of empirical literature on a range of preparedness and response capabilities and functions, there has been no national-level, comprehensive review and grading of evidence for public health emergency preparedness and response practices comparable to those utilized in medicine and other public health fields. *Evidence-Based Practice for Public Health Emergency Preparedness and Response* reviews the state of the evidence on PHEPR practices and the improvements necessary to move the field forward and to strengthen the PHEPR system. This publication evaluates PHEPR evidence to understand the balance of benefits and harms of PHEPR practices, with a focus on four main areas of PHEPR: engagement with and training of community-based partners to improve the outcomes of at-risk populations after public health emergencies; activation of a public health emergency operations center; communication of public health alerts and guidance to technical audiences during a public health emergency; and implementation of quarantine to reduce the spread of contagious illness.

Health Communication Praeger

As the first of its kind, this book provides a comprehensive

approach to help public health practitioners in both the public and private sector to improve their ability to communicate with different audiences. From the news media to legislators, and from visual communication to electronic communication, every chapter provides practical, With real-world recommendations and examples on how to communicate public health information to nonscientific audiences more effectively. The knowledge and skills gleaned from this book will assist with planning and executing simple and complex communication activities commonly done by public health practitioners. "In order to compete in this increasingly competitive and complex environment, those of us in public health must make the science and art of communication as integral a part of our everyday activities as the science of epidemiology and disease control.

**Public Health Communication** Springer Publishing Company

The ethical dimensions of health communicators' interventions and campaigns are brought into question in this thought-provoking book. Examining the efforts to effect behavior change, the author questions how far health communication can and should go in changing people's values. The author broadens the current analysis of interventions and presents conceptual frameworks that help identify values and justifications that are embedded in health communication goals, strategies, and evaluation criteria. This critical approach helps explain how and why choices are made in design and implementation, and provides constructs and frameworks to examine them. It also widens the criteria for program evaluation and policymaking, and provides practitioners, planners, policy-makers, researchers, and students with practice-oriented questions.

*Health Communication: Strategies and Skills for a New Era*  
Essentials of Public Health Communication

"This text illustrates the importance of effective communication in disease prevention and health promotion by building theory-based messages while being responsive to diverse audience needs. This book clearly explains core health communication principles and processes for designing effective messages for health communication interventions and campaigns while integrating perspectives from multiple areas including psychology, public health, and social marketing. Key features: &• theory-based message design links theory and practice by explaining how psychosocial theories of behaviour change can be

used to design effective health communication messages & audience-centered message design provides clarity on how diverse audiences' cultures, beliefs, barriers, and needs can be effectively addressed & suggested further readings guide students through additional theory and research & end-of-chapter discussion questions encourage critical thinking about the implication of each chapter on future theory, research, and practice relevant to health communication message design and evaluation "--Publisher.

*Making Health Communication Programs Work* DIANE Publishing  
 "This is a timely discussion of using new information technologies and media for communicating diverse health information to diverse audiences. This book is useful, readable, current, well organized, and seems to be a unique contribution." --Doody's "In this volume there are examples of how advances in technology not only empower individuals in their interactions with a health system but also enable health professionals to better tailor their work and time for the benefit of patients and clients." -Paul R. Gully, MB, ChB, FRCPC, FFPH, World Health Organization, Geneva Switzerland (From the Foreword) To date, little guidance exists for health care professionals who want and need new ways to communicate health information with each other, their patients, and the general public. To address this need, *Health Communication in the New Media Landscape* presents innovative, media-based methods of communication to graduate students,

educators, health care professionals, public health officials, and communication experts. *Health Communication in the New Media Landscape* demonstrates the extent to which modern, digital technology can serve as the most practical and efficient form of distributing health-related information. The authors are confident that, if implemented wisely, technology can and will transform the face of health communication as we know it. This unique book addresses the following: The role technology can and will play in health communication How new media can be used to improve health literacy How patients can learn about health-related issues and health care New ways practitioners will be able to communicate with their patients How persons with chronic diseases learn about resources, support systems, and rehabilitation The impact of the new media landscape on health care providers, insurance companies, and health care policies  
*Communicating to Advance the Public's Health* SAGE  
 "During public health emergencies, people need to know what health risks they face, and what actions they can take to protect their health and lives. Accurate information provided early, often, and in languages and channels that people understand, trust and use, enables individuals to make choices and take actions to protect themselves, their families and communities from threatening health hazards." -- Publisher's description.

#### **Innovations in Social Marketing and Public Health**

#### **Communication** National Academies Press

This volume presents the most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters pertaining to research and theory reflecting improvements and contributions to theories that help improving quality of life. It includes literature reviews, conceptual research and empirical studies on social marketing communications, models to understand individual's risky behaviors, and how to improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social marketing innovative practices with implications for quality of life.

#### The Handbook of Global Health Communication Health Communication

*Health Communication: From Theory to Practice* is a much needed resource for the fast-growing field of health communication. It combines a comprehensive introduction to current issues, theories, and special topics in health communication with a hands-on guide to program development and implementation. While the book is designed for students, professionals and organizations with no significant field experience, it also includes advanced topics for health communication practitioners, public health experts, researchers, and health care providers with an interest in this field.

#### Best Sellers - Books :

- [Tomorrow, And Tomorrow, And Tomorrow: A Novel](#)
- [Stop Overthinking: 23 Techniques To Relieve Stress, Stop Negative Spirals, Declutter Your Mind, And Focus On The Present \(the Path To Calm\) By Nick Trenton](#)
- [Blowback: A Warning To Save Democracy From The Next Trump](#)
- [If He Had Been With Me By Laura Nowlin](#)
- [The Woman In Me By Britney Spears](#)
- [8 Rules Of Love: How To Find It, Keep It, And Let It Go By Jay Shetty](#)
- [My First Library : Boxset Of 10 Board Books For Kids By Wonder House Books](#)
- [A Court Of Frost And Starlight \(a Court Of Thorns And Roses, 4\)](#)
- [The Boy, The Mole, The Fox And The Horse](#)
- [How To Win Friends & Influence People \(dale Carnegie Books\)](#)