



Designing Health Communication Campaigns: What Works?

Thomas E. Backer, Everett M. Rogers, Pradeep Sopory

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This important collection presents a comparative synthesis of what works and what does not in mass media health campaigns. High priority is given to coverage of substance abuse prevention campaigns, but programmes on AIDS, smoking, teenage pregnancy, heart disease, Alzheimer's Disease and vehicle seat belt use are also reviewed. **Designing Health Communication Campaigns** deepens our understanding of how to design, implement and evaluate mass media campaigns by highlighting the contributions of media experts who add a human element to the various campaign experiences they describe.

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