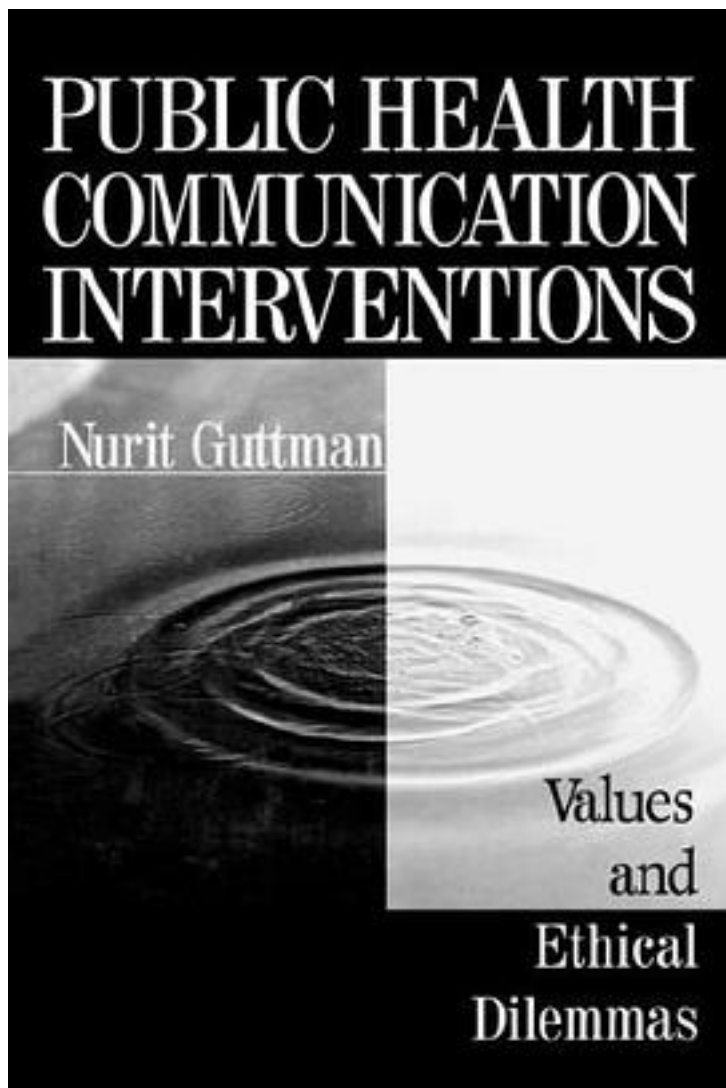


Public Health Communication Interventions



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著者:Dr. Nurit Guttman

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'It is a timely, thought-provoking thesis, whose analytical framework has the potential to reduce well-intentioned naivete and encourage us all to critically examine the inherently political and controversial nature of the public health promotion endeavour' - Critical Public Health Examining the efforts to affect behaviour 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.

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