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One of the central tenets of health communication interventions || the need to conduct extensive formative evaluation, audience needs assessment and message pretesting || is the direct offshoot of this understanding. Use of these health communication principles in public health presents challenges.

WHO | Why health communication is important in public health

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Designed for doctoral and master's level study, Public Health Communication: Critical Tools and Strategies for Advancing Public Health will prepare new graduates for any entry level position in public health policy/advocacy, health communication, health promotion, social marketing, or community health education. Filled with practical examples, the book is also a valuable resource for those preparing for the CPH or CHES exams.

Public Health Communication

Essentials of Public Health Communication presumes no prior knowledge of the health communication or informatics fields, making it accessible to students from a broad range of disciplines. Concepts are presented in clear, jargon-free language, with terms defined throughout --Book Jacket.

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Effective communication in health campaigns can inform, empower, or persuade individuals to adopt healthier lifestyles as well as foster public debate and policy change. Featuring a full chapter on informatics, this book is devoted to the competencies in health communication and informatics recommended by the Association of Schools of Public Health.

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