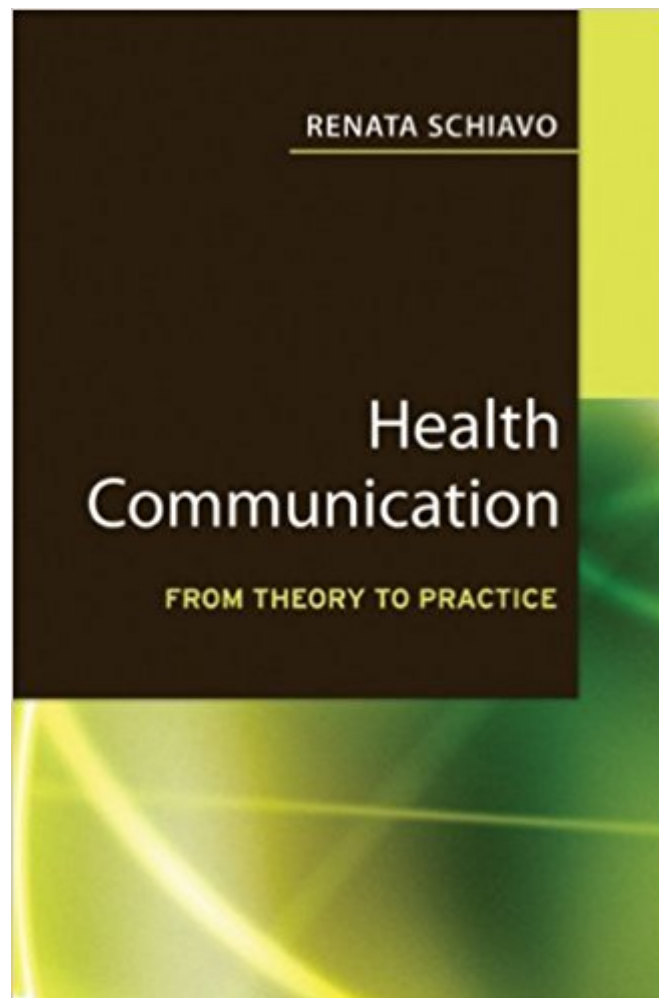


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# **Health Communication: From Theory To Practice (J-B Public Health/Health Services Text) - Key Words: Health Communication, Public Health, Health Behavior, Behavior Change Communications**





## Synopsis

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.

## Book Information

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"This book seems a likely candidate to fill any void in previous offerings. . . . clearly designed to be a used as a teaching tool, and, in this regard, it is successful. . . . Academic health sciences librarians may find this book quite useful, as the author has provided a thorough overview of factors that must be considered to achieve success in implementing instructional, patient/consumer health, or outreach programs." —Stephanie Nicely Aken, Journal of the Medical Library Association (January 2008) "This is a book that appeals on a number of levels. The clarity of the writing is outstanding, and it avoids jargon. It is exceptionally careful to provide definitions... Structurally, the format and organization guide the reader through the development of practical health communication approaches based on various theoretical models of health-related attitude and behavior change.... This is a good textbook for a course on health communication, but it is also a

book that provides ready access to both the theoretical underpinnings and practical guidance that health professionals need to assess the scope and complexity of health communication problems... Health organization administrators...would do well to spend a weekend with this book."

(PsycCRITIQUES, American Psychological Association, January 16, 2008) "This is a good textbook for a course on health communication, but it is also a book that provides ready access to both the theoretical underpinnings and practical guidance that health professionals need. . . ." (PsycCritiques, Jan 1, 2008) "This book is without any doubt highly valuable for those who want to know more about theoretical issues in health communication, as well as its practical implications..... Its combined approach of providing a theoretical background as well as practical information makes it an important book for people working in the field." (Biotechnology Journal, September 2007) "The concern with being a didactic book, clear for the reader, permeates the whole work. . . It is a book that should be read by all those who study, research or work in the health communication area because it presents all the essential concepts. . . and aspects that should be considered." (RECIIS, Electronic Journal of Communication, Information and Innovation in Health June 2009) "Health communication is a growing field and its applications are becoming important to alcohol and drug education.....Overall, this book is quite valuable for the field of health communication and allied disciplines such as health education and public health. The book is intended for graduate students and practicing managers and researchers who want to learn about health communication in a step-by-step process. It would be quite useful for both of these audiences." (Journal of Alcohol & Drug Education December 1, 2008)

Health Communications: 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. Praise for Health Communication: From Theory to Practice "Dr. Schiavo superbly blends the practical with the theoretical in an elegantly and simply structured text on health communication. Her strategic use of case studies mixed with her own substantial field experience in the complexities of health communication in action effectively draws attention to the fundamental theme: health communication is a multifaceted and multidisciplinary field. And there are no magic bullets."

Åçâ –â • Everold Hosein, Ph.D., communication advisor, World Health Organization Mediterranean

Center for Vulnerability Reduction, Tunis, Tunisia and co-director, Indiana University Global Health Communication Research and Resources Project, Indianapolis "Essential reading for health communication students, professionals, or individuals who are new to the field. The abundance of practical advice, professional tips, key concepts, case studies, and illustrative examples facilitates the application of the theory and the use of the tools presented in this book. I have not found a more comprehensive and systematic guide into the art and science of this multidisciplinary field."

—Walter Saba, M.H.S., senior program officer, JHPIEGO —an affiliate of Johns Hopkins University "Health communication is integral to public health practice and advocacy. This book on its theory and practice fills a gap in the public health literature in a way that is accessible, useful, and comprehensive." —Sally Guttmacher, Ph.D., professor, director MPH Program, Steinhardt School, New York University

Well, I don't know how objective I can be in my review as I purchased this book for a class but I will say that the book is comprehensive. I found some of the steps in the book to be very helpful and for that reason will hold on to it, however it is hard to read especially in the beginning with all the references and citations within the text. Health communication is an up and coming field so this book will help especially since the reference selection is low for this area.

school

I had to purchase this text for a college class. It did not seem as engaging as other communication books in terms of illustrations but regarding health communications, it offered nice basics.

Got an A in this class due to having this text book. I actually liked reading it and it provided useful information on communicating to a target audience.

I purchased this book for a class. Although I "had" to read it, I found it was an "easy" read. Very interesting information and easy to follow.

Gave the service, time of delivery, advanced notice, and more than competitive price a Five Star rating cause there wasn't six stars available. Everything went smooth as silk and I am now an aficionado! I have no dislikes to report and recommend this product for those about to engage electronic learning.

This book arrived on time in the quality stated from the seller. I was very impressed. Willah

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