

PUBLIC HEALTH

Communication

Critical Tools and Strategies

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Production Credits

VP, Executive Publisher: David D. Cella
Publisher: Michael Brown
Associate Editor: Lindsey Mawhiney Sousa
Associate Editor: Danielle Bessette
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Production Manager: Daniel Stone
Senior Marketing Manager: Sophie Fleck Teague
Composition: Integra Software Services Pvt. Ltd.

Cover Design: Theresa Manley
Director of Rights & Media: Joanna Gallant
Rights & Media Specialist: Merideth Tumas
Media Development Editor: Shannon Sheehan
Cover Image (Title Page, Part Opener, Chapter Opener):
© Marilyn Volan/Shutterstock
Printing and Binding: Edwards Brothers Malloy
Cover Printing: Edwards Brothers Malloy

Library of Congress Cataloging-in-Publication Data

Names: Parvanta, Claudia F., editor. | Nelson, David E., M.D., editor. | Harner, Richard N., editor.
Title: Public health communication : critical tools and strategies / [edited by] Claudia F. Parvanta, David E. Nelson, Richard N. Harner.
Other titles: Public health communication (Parvanta)
Description: Burlington, MA : Jones & Bartlett Learning, [2018] | Includes bibliographical references and index.
Identifiers: LCCN 2017009690 | ISBN 9781284065947
Subjects: | MESH: Health Communication—methods | Public Health Practice | Communications Media
Classification: LCC RA425 | NLM WA 590 | DDC 362.1—dc23
LC record available at <https://lccn.loc.gov/2017009690>
978-1-284-06594-7

6048

Printed in the United States of America
21 20 19 18 17 10 9 8 7 6 5 4 3 2 1

Acknowledgments

Many of the people who helped with ideas or materials for this text are credited where their contributions appear. We thank them for providing cutting-edge thinking as well as examples of health communication in action. Their work represents some of the best of the best, and we truly appreciate being able to showcase it in our text.

On the editorial side, Alesha Hruska, MPH, MS, contributed valuable critiques as well as editorial assistance in putting this text book together. It simply would not be here without her work. Patricia Turo, MS, initiated the editorial tracking system, which was then followed by Angela Parvanta, Marina Ghatley, Kristin Raspanti, and Kelly Cuccolo. The University of the Sciences Behavioral and Social Sciences Department Administrator, Lara Schneider, provided usually

indispensable and timely help with logistics. Thank you all for your generous help.

The ancillary materials were created by students at the University of the Sciences, including Swana Thomas, Khaleema Major, Leila Kulaib, and Khizra Hydari. Kelly Cuccolo revised and updated the glossary in addition to creating slides.

The Jones & Bartlett Learning crew of Mike Brown, Lindsey Mawhiney Sousa, and Merideth Tumas all provided great help and support. We thank the *Essentials* series editor, Richard Riegelman, for his insights and gentle prodding.

It really does take a village to write a text! Thank you to everyone.

—*Claudia F. Parvanta, PhD*

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Foreword

As you begin browsing this text, we want to prevent you from experiencing a sense of déjà vu. This is not a second edition. The authors and editors of *Essentials of Public Health Communication*, published in 2011, have responded to requests to create a new text for graduate-level students in public health as well as a new text for undergraduate learners. The book you hold in your hands (or are viewing on screen) is designed to meet the needs of master in public health (MPH) or doctoral-level (DrPH or PhD) students in health communication as well as those in the health professions. Given this target audience, it features larger-scale programs, evidence-based interventions, and research. By comparison, the undergraduate text offers more community-based and campus-level examples and somewhat less emphasis on research.

This text is designed to cover the skills emphasized by the National Public Health Information Coalition (NPHIC) in its Certified Communicator in Public Health (CCPH) credentialing program as well as the Certified Health Education Specialist (CHES) exam. We expect that working professionals will find the text to be a useful resource as well.

This edition does include some material that was previously published in *Essentials of Public Health Communication*. But please don't stop reading here! Communication is one of the most rapidly changing

fields in public health. Not only have the media channels changed dramatically since *Essentials* was published, but so have the public health challenges and campaigns. We have identified a distinguished group of contributors for this text and given them more space to explore their topics. As a result, you will find new and exciting examples of highly diverse communication programs, ranging from promoting health insurance enrollment in the United States to fighting Ebola in west Africa; from the national "Tips from Former Smokers" campaign to a county-level anti-e-cigarette plan developed by a team of MPH students; from the national "Get Yourself Tested" program (for HIV prevention) to a campus-based vending machine effort to promote healthy snacking; and from communications across the cancer spectrum to a Dutch program to build psychological resilience in school children. We are extremely pleased with the contributed cases from our colleagues in academia, public service, and the private sector. By reading and practicing the "how to" steps in the chapters and referring to these case studies, you will be well on your way to gaining competencies in public health communication.

Claudia F. Parvanta, PhD

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Prologue

Public Health Communication: Critical Tools and Strategies is perfectly designed to meet the needs of master in public health (MPH) or doctoral-level (DrPH or PhD) students in health communication as well as those in the clinical and administrative health professions. It builds on the authors' extensive experience and is a text that you will find both solidly grounded in theory and focused on practical applications.

Public health communication has become central to nearly every challenge facing public health. Those

who take advantage of this text will acquire skills that will serve them well as they deal with these challenges. There is no doubt in my mind that *Public Health Communication: Critical Tools and Strategies* is poised to become the classic text for public health communications. I'm confident that you will agree.

*Richard Riegelman MD, MPH, PhD
Professor and Founding Dean
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► Proposed Public Health Communications Campaign for Tobacco Free Alachua (TFA)

Natalie Belva, **Rachel Hojnacki**, **Allison Justice**, **Sherezade Rodriguez**, **Samantha Susock**. The Campaign Plan was presented in partial fulfillment of the requirements for the degree of master of arts in mass communication at the University of Florida, April 2014.

► Get Yourself Tested

Framing Case Study (Chapter 8) and GYT National Campaign (Chapter 12)

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Appendices

Authors of material used in appendices are listed below in the order in which their material appears in the text, by chapter and title.

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Chapter 4 Addressing Chlamydia in a North Carolina County

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Chapter 5 From Research to Patient Education: Distilling the Science for the Public

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Chapter 8 Programmatic Research in Health Communication Campaigns

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Chapter 9 Framing Messages About Sexual Health: Research to Engage All Stakeholders

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Chapter 10 A: Harnessing the Power of Radio to Raise HIV Testing Rates

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B: Health Communication Strategies for Hispanic Enrollment into the Affordable Care Act Health Insurance Exchanges

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Chapter 11 Campaign to Sustain Hand Washing Behaviors in an Urban Informal Settlement in Kenya

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