PUBLIC HEALTH Communication
Critical Tools and Strategies

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—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.

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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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