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## **Essentials of Public Health Communication**

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.

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## **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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