COMMUNICATING HEALTH PROMOTION STRATEGIES FOR HEALTH PROMOTION

EDITED BY NOVA CORCORAN



Communicating Health Strategies For Health Promotion

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Communicating Health Strategies For Health Promotion:

Communicating Health Nova Corcoran, 2013-02-01 Communication skills are essential to effective health promotion and public health practice. This textbook bridges the gap between health communication theory and health promotion and public health practice. It provides students and practitioners with the knowledge and skills they need to design plan implement and evaluate programmes and campaigns. Now in its second edition topics covered in the book include Mass media Diverse audiences Evaluation Media analysis Campaign monitoring. Case studies and interactive activities in each chapter encourage critical thinking and creative campaign design practice. It will be a valuable resource for students lecturers and practitioners working across health promotion public health communication media healthcare and nursing fields. Nova Corcoran works as a Senior Lecturer in public health and health promotion at the University of Glamorgan.

Working on Health Communication Nova Corcoran,2010-12-29 This book is a must have for anyone designing or developing a campaign in health promotion or public health It is the only textbook which takes the reader right through the planning implementation and evaluation of a health communication campaign *Communicating Health* Mohan J. Dutta,2015-05-13 The culture centred approach offered in this book argues that communication theorizing ought to locate culture at the centre of the communication process such that the theories are contextually embedded and co constructed through dialogue with the cultural participants The discussions in the book situate health communication within local contexts by looking at identities meanings and experiences of health among community members and locating them in the realm of the structures that constitute health The culturecentred approach foregrounds the voices of cultural members in the co constructions of health risks and in the articulation of health problems facing communities Ultimately the book provides theoretical and practical suggestions for developing a culture centred understanding of health communication processes

Health Promotion Nova Corcoran,2023-12-21 Health Promotion The Basics introduces not only the fundamental theories and key concepts within this important area of health and social care but translates these into practice for anyone working in the field The chapters are structured around the WHO's Ottawa Charter 1986 which underpins the discipline and cover a comprehensive range of topics From developing personal skills to understanding government policy the book looks at health promotion on both an individual and a societal level It spotlights key topic areas from behaviour change to climate change as well as exploring how where we live impacts our health and features practical examples for integrating health promotion into existing service provision and through community action Including case studies throughout and further reading for those wishing to explore specific topics this is the perfect introduction to what health promotion means and how it can improve everyday lives Foundations for Health Promotion E-Book Jennie Naidoo, Jane Wills, 2009-01-29 Hugely popular with students Health Promotion is now in its third edition and has been thoroughly updated to provide the theoretical framework that is vital for health promotion It offers a foundation for practice that encourages students and practitioners to identify

opportunities for health promotion in their area of work Fully updated to reflect the many changes in health promotion theory practice and policy Illustrative examples activities and discussion points encourage interaction and reflection Unique user friendly approach makes learning easy Fully revised and updated information guidelines and reference provide the latest information for clinical practice New illustrations clarify important health promotion concepts **Communication** Claudia Parvanta, David E. Nelson, Richard N. Harner, 2017-03-22 Designed for master's level study Public Health Communication Critical Tools and Strategies 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 Students will learn core concepts for planning a communication framework as well key strategies for educating the public about health issues including understanding and reporting science communicating for policy and advocacy and health literacy and numeracy The book thoroughly explores classic theories of persuasion in communication such as Extended Parallel Process Model Inoculation Sensation Value and Cognitive Value The most current forms of digital multimedia interactive channels of communication are examined The Textbook of Health and Social Care Darren Edwards, Stephanie Best, 2020-02-24 A comprehensive textbook designed to get you through the entirety of your Health and Social Care BSc degree Covering all the important topics and pressing issues relevant to Health and Social Care today The book is split into three parts starting with the essential areas and core knowledge you will need as you start your degree these include the sociology and psychology of illness academic skills key legal and ethical issues reflective practice and the research process Before moving onto health and social care in practice highlighting topics such as health promotion safeguarding children and their rights and working with people experiencing mental health disorders The final part covers some of the challenges faced in present day health and social care looking at social justice issues legal and ethical considerations leadership and health inequalities All content is supported by practical and reflective features to help you throughout your degree these include Interactive activities real life case studies and examples related to chapter content links and suggestions for further reading and answers to key activities and case studies exercises The perfect companion text for a Health and Social Care degree or any other course related to the health and social care services **Practical Health Promotion** John Hubley, June Copeman, 2018-06-14 The second edition of this popular introductory textbook has been fully revised to provide a totally up to date guide to the practical aspects of promoting health Focusing on the range of skills needed to become an effective practitioner it takes readers step by step through the different settings in which health promotion takes place and the various tools they might employ The book offers accessible and comprehensive coverage of all the key topics in contemporary health promotion including chapters on health promotion through the lifespan one to one communication working with groups using the media and digital technologies advocacy and planning and management As well as incorporating the most recent government

policies and initiatives in public health the new edition draws on the very latest literature and statistics In particular there is new and expanded material on issues such as community initiatives and social capital novel resources offered by digital technologies health literacy health in the media stress in the workplace and much more Throughout the text there are activities to develop students understanding and encourage reflective practice Each chapter opens with a list of the central issues and learning objectives and key terms highlighted in the text are clearly explained Carefully chosen figures and photographs enliven and reinforce the text while a well designed website www politybooks com healthpromotion offers up to date online resources to test and extend students learning The new edition of Practical Health Promotion will continue to be the ideal and indispensable practical guide to health promotion for students at all levels It will inspire anyone involved with health care to find practical ways of promoting positive change Foundations for Health Promotion - E-Book Jane Wills, Jennie Naidoo, 2016-02-19 The new edition of the highly successful Foundations for Health Promotion continues to offer a wealth of information in a unique user friendly format Containing over 300 artworks tables and pull out boxes this helpful text covers the theory strategies and methods settings and implementation of health promotion Applicable to a wide range of health and social care professionals and anyone engaged with education about health and wellbeing Comprehensive updating and expansion to reflect recent research findings and major organizational and policy changes Clear structure and signposting for ease of reading and study Wide choice of examples and illustrative case studies reflect the needs of a variety of professional groups in health services local and municipal services and education Interactive learning activities with indicative answers help readers consolidate their learning Comprehensively updated and expanded to reflect major organizational and policy changes Interactive learning activities with indicative answers at the end of each chapter Pull out boxes illustrate recent research findings and case studies of practice Communicating Health John Hubley, 2004 The prevention of disease and the promotion of health depend on the social conditions in which people live and decisions made by politicians planners families and individuals This book explores the role of communication in improving people s health and discusses strategies

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