

**ORGANIZATIONAL
ASPECTS OF
HEALTH
COMMUNICATION
CAMPAIGNS:
WHAT WORKS?**

**THOMAS E. BACKER
EVERETT M. ROGERS**
editors

Organizational Aspects Of Health Communication Campaigns What Works

Jessica Warner



Organizational Aspects Of Health Communication Campaigns What Works:

Organizational Aspects of Health Communication Campaigns Thomas E. Backer,1993-06-09 How do organizations such as universities television and radio networks advertising agencies voluntary groups community and government agencies collaborate to make a successful campaign How do organizational dynamics or structures influence campaign outcomes This book explores these questions by bringing together campaign experts and leading management scientists to investigate the organizational dimensions of some of the most high profile health campaigns in the United States **The Routledge Handbook of Health Communication** Teresa L. Thompson,Alicia Dorsey,Distinguished Professor of Communication Arts and Sciences Roxanne Parrott,Roxanne Parrott,Katherine Miller,2003-06-20 This handbook summarizes the research on communicative processes as they relate to health and health care and provides directions for future research For scholars professionals in health communication public health psychology related areas **Organizational Communication Theory and Research** Vernon D. Miller,Marshall Scott Poole,2024-07-01 The Handbook of Organizational Communication Theory and Research offers concise but thorough reviews of important research on traditional and emerging areas in organizational communication Section One Theory and Methods provides an overview of the field s history prominent theories and methodologies Section Two Processes focuses on primal processes such as leadership organizational entry conflict power and inclusion Section Three Contexts focuses on the settings where organizational communication occurs including teams and workgroups networks and organizational structure Section Four Technology considers the development and introduction of new media and intelligent technologies into organizations The final section Emerging Areas addresses communication issues associated with changing environmental social and political upheavals including wellness corporate social responsibility and crisis response The Handbook of Organizational Communication Theory and Research covers topics of pressing interest to current scholars and practitioners many of which have not been addressed in previous handbooks **Strategic Communication for Organizations** Sara LaBelle,Jennifer H. Waldeck,2020-02-11 Strategic Communication for Organizations elucidates the emerging research on strategic communication particularly as it operates in a variety of organizational settings This book appropriate for both students and practitioners emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors Grounded in scholarship and organizational cases this textbook focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication based campaigns Strategic Communication for Organizations will help readers discuss how to develop implement and evaluate messages that are consistent with an organization s needs mission and vision effectively reaching and influencing internal and external audiences **The Handbook of Strategic Communication** Carl H. Botan,2021-04-27 Presents cocreational perspectives

on current international practices and theories relevant to strategic communication The Handbook of Strategic Communication brings together work from leading scholars and practitioners in the field to explore the many practical national and cultural differences in modern approaches to strategic communication Designed to provide a coherent understanding of strategic communication across various subfields this authoritative volume familiarizes practitioners researchers and advanced students with an inclusive range of international practices current theories and contemporary debates and issues in this dynamic multidisciplinary field This Handbook covers an expansive range of strategic communication models theories and applications comprising two dozen in depth chapters written by international scholars and practitioners In depth essays discuss the three core areas of strategic communication public relations marketing communication and health communication and their many subfields such as political communication issues management crisis and risk communication environmental and science communication public diplomacy disaster management strategic communication for social movements and religious communities and many others This timely volume Challenges common assumptions about the narrowness of strategic communication Highlights ongoing efforts to unify the understanding and practice of strategic communication across a range of subfields Discusses models and theories applied to diverse areas such as conflict resolution research and evaluation tobacco control climate change and counter terrorism strategic communication Examines current research and models of strategic communication such as the application of the CAUSE Model to climate change communication Explores strategic communication approaches in various international contexts including patient oriented healthcare in Russia road and tunnel safety in Norway public sector communication in Turkey and ethical conflict resolution in Guatemala The Handbook of Strategic Communication is an indispensable resource for practitioners researchers scholars and students involved in any aspect of strategic communication across its many subfields

Directing Health Messages Toward African Americans Judith L. Sychev, 2021-12-12 First Published in 1998 Since the research for this book was completed in 1995 the Clinton Health Security Act of 1993 has vanished The proposed comprehensive benefits that were to be guaranteed to every American never materialized Pres Clinton was never able to present an acceptable way to pay for the system and Hillary Rodham Clinton who spearheaded health care reform was relegated back to nearly invisible First Lady status When Congress takes up health care issues today the debate is more likely to be about late term abortion Medicare reform or tobacco and smoking regulations Minority health care especially preventive health care has not become part of the national debate and likely will not do so during the 20th Century Political correctness and research on black health care issues have clashed in a way that the research in this book perhaps could have predicted

Transformative Practice and Research in Organizational Communication Salem, Philip J., Timmerman, Erik, 2017-07-12 Communication creates organizations and the ways individuals communicate determines the functions and processes of organizations Understanding communication challenges is necessary in order to understand organizational successes and organizational

change Transformative Practice and Research in Organizational Communication is an essential reference publication featuring the latest scholarly research on the practice of organizational communication The chapters cover a range of topics such as business expertise social media and capitalism This book is ideally designed for academicians students professionals and managers seeking current research on organizational communication practices Effective Dissemination of Clinical and Health Information ,1994 *Alcohol and the Media* Marjatta Montonen,1996 This text discusses alcohol problems the images presented in the media It suggests that whilst alcohol advertising is not a negligible influence on the abuse of alcohol it would be wrong to assume that restricting it would reduce the level of alcohol consumption or alcohol related problems

Narrative Impact Melanie C. Green,Jeffrey J. Strange,Timothy C. Brock,2003-01-30 The impact of public narratives has been so broad including effects on beliefs and behavior but extending beyond to emotion and personality that the stakeholders in the process have been located across disciplines institutions governments and indeed across epochs Narrative Impact draws upon scholars in diverse branches of psychology and media research to explore the subjective experience of public narratives the affordances of the narrative environment and the roles played by narratives in both personal and collective spheres The book brings together current theory and research presented primarily from an empirical psychological and communications perspective as well as contributions from literary theory sociology and censorship studies To be commensurate with the broad scope of influence of public narratives the book includes the narrative mobilization of major social movements the formation of self concepts in young people banning of texts in schools the constraining impact of narratives on jurors in the court room and the wide use of education entertainment to affect social changes Taken together the interdisciplinary nature of the book and its stellar list of contributors set it apart from many edited volumes Narrative Impact will draw readership from various fields including sociology literary studies and curriculum policy Providing new explanatory concepts this book is the first account on the psychology of narrative persuasion and brings together the relevant conceptualizations from within various sectors of psychology together with the major issues that concern cognate disciplines outside of psychology focuses on understanding the mechanisms that underlie the power of public narratives to achieve broad historical and social changes offers breakthroughs to the future the role of presence in virtual reality narratives the role of zines in females fashioning of their selves and the central role of imagery in transportation into narrative worlds explains varying roles of emotion in narrative immersion and addresses the growing blurring of fact and fiction mechanisms and implications for beliefs and behavior Handbook of Evidence-Based Therapies for Children and Adolescents Ric G. Steele,T. David Elkin,Michael C. Roberts,2007-12-03 Growing numbers of young people some 10% to 20% of school age populations have mental health problems requiring intervention and current policy initiatives identify evidence based therapies as the most effective and relevant forms of treatment By reviewing evidence based treatments EBTs across a wide spectrum of conditions the Handbook of Evidence Based Therapies for Children and Adolescents Bridging Science and

Practice closes the gaps between children's needs and services as well as those between research training and practice. Several EBT options both proved and promising are offered for each covered disorder and are bolstered by case examples, tables, and reference lists. Features include chapters on implementation issues such as diversity, family treatment, assessment strategies, and community settings, and step-by-step guidance for the researcher looking to gather empirical support for therapies. With comprehensive coverage provided by numerous leading experts in the field, this volume covers the broadest range of disorders over the widest pediatric/adolescent age range, including Behavioral disorders, ADHD, aggression, bullying, Phobias, panic disorders, school refusal, and anxiety; Autism and pervasive developmental disorders; Depression, mood disorders, and suicidal behavior; Alcohol and drug abuse; Eating disorders and obesity; PTSD. With its emphasis on flexibility and attention to emerging issues, the *Handbook of Evidence-Based Therapies for Children and Adolescents* is essential reading for anyone who works to address the mental health needs of children, including clinical child, school, and counseling psychologists, clinical social workers, and child psychiatrists, as well as advanced graduate-level students in these and other related fields.

NIDA Research Monograph, 1976 Reviewing the Behavioral Science Knowledge Base on Technology Transfer

Thomas E. Backer, 1995 **DARE to Say No** Max Felker-Kantor, 2024-02-14. With its signature DARE to keep kids off drugs slogan and iconic t-shirts, DARE (Drug Abuse Resistance Education) was the most popular drug education program of the 1980s and 1990s. But behind the cultural phenomenon is the story of how DARE and other antidrug education programs brought the War on Drugs into schools and ensured that the velvet glove of antidrug education would be backed by the iron fist of rigorous policing and harsh sentencing. Max Felker-Kantor has assembled the first history of DARE, which began in Los Angeles in 1983 as a joint venture between the police department and the unified school district. By the mid-90s, it was taught in 75 percent of school districts across the United States. DARE received near-universal praise from parents, educators, police officers, and politicians, and left an indelible stamp on many millennial memories. But the program had more nefarious ends, and Felker-Kantor complicates simplistic narratives of the War on Drugs. He shows how policing entered US schools and framed drug use as the result of personal responsibility, moral failure, and poor behavior deserving of punishment, rather than something deeply rooted in state retrenchment, the abandonment of social service provisions, and structures of social and economic inequality.

Public Communication Campaigns Ronald E. Rice, Charles K. Atkin, 2013. In this fully revised and expanded Fourth Edition, Ronald E. Rice and Charles K. Atkin provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. Updated to reflect the latest theories and research, this text extends coverage to new areas, including sun protection, organ donation, human rights, social norms, corporate social responsibility, condom use, ocean sustainability, fear messages, and digital games. Classic chapters include updates on topics such as campaign history, theoretical foundations, formative evaluation systems, approaches, input-output, persuasion matrix design, and evaluation, meta-analysis, and sense-making methodology. *All or Nothing* Jessica Warner, 2010-01-26. A completely original exploration of

the abstinence movement in America from alcohol to sex to meat America's long love affair with abstinence goes back to the early nineteenth century when thousands of men and women suddenly stopped drinking hard liquor Consistency then demanded that they give up all their other vices beer and cider tobacco coffee meat pickles pies masturbation and more Two centuries later the ideal of abstinence has lost none of its power to influence how Americans live and how they want you to live With her trademark wit and irony acclaimed author Jessica Warner tells the story of one of America's most enduring and powerful ideals There are many surprises along the way starting with the abolitionists feminists and other do gooders who were the first and most thoroughgoing of America's abstainers And always there are the colourful people who brought the idea to life the visionaries preachers college professors feminists and cranks who practiced what they preached

An Integrated Approach to Communication Theory and Research Don W. Stacks, Michael B. Salwen, 2014-04-08 This volume provides an overview of communication study offering theoretical coverage of the broad scope of communication study as well as integrating theory with research To explicate the integration process the chapter contributors experts in their respective areas offer samples in the form of hypothetical studies published studies or unpublished research showing how theory and research are integrated in their particular fields The book will appeal to graduate students and faculty members who want a thorough overview of not only the field but also sample research stemming from its various component parts

Designing Health Communication Campaigns Thomas E. Backer, Everett Rogers, Pradeep Sopory, 1992-04-30 Advances in health care have made extraordinary changes in the life expectancy and level of vitality of the average American Still according to the U S Surgeon General a full one half of all premature deaths are due to lifestyle and therefore preventable This important collection presents a comparative synthesis of what works and what does not in mass media health campaigns High priority is given to coverage of substance abuse prevention campaigns but programs on AIDS smoking teenage pregnancy heart disease Alzheimer's Disease and vehicle seat belt use are also reviewed Designing Health Communication Campaigns deepens our understanding of how to design implement and evaluate mass media campaigns by highlighting the contributions of media experts who add a human element to the various campaign experiences they describe This work is indispensable in a fast evolving field where it serves as both a reference and a concordance for interpreting many other analytic sources Campaign designers researchers communications scholars and graduate students as well as policymakers and program funders will find the book to be valuable in helping make critical decisions about effective mass communication campaigns This volume is valuable because it emphasizes actual experiences and is thus recommended as an adjunct to classic texts in the field Graduate faculty professional Choice

Dissemination and Implementation of Evidence-Based Psychological Interventions R. Kathryn McHugh, David H. Barlow, 2012-04-17 The lack of widely available effective mental health care presents a major public health problem This volume describes the rapidly expanding area of dissemination and implementation of evidence based psychological interventions Leading efforts internationally to improve

access to effective care are highlighted by the leaders of these programs **Speaking of Health** Institute of Medicine, Board on Neuroscience and Behavioral Health, Committee on Communication for Behavior Change in the 21st Century: Improving the Health of Diverse Populations, 2002-12-11 We are what we eat That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels And it's not just what we eat that affects our health Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health Lifestyle choices have enormous impact on our health and well being But how do we communicate the language of good health so that it is uniformly received and accepted by people from different cultures and backgrounds Take for example the case of a 66 year old Latina She has been told by her doctor that she should have a mammogram But her sense of fatalism tells her that it is better not to know if anything is wrong To know that something is wrong will cause her distress and this may well lead to even more health problems Before she leaves her doctor's office she has decided not to have a mammogram that is until her doctor points out that having a mammogram is a way to take care of herself so that she can continue to take care of her family In this way the decision to have a mammogram feels like a positive step Public health communicators and health professionals face dilemmas like this every day Speaking of Health looks at the challenges of delivering important messages to different audiences Using case studies in the areas of diabetes mammography and mass communication campaigns it examines the ways in which messages must be adapted to the unique informational needs of their audiences if they are to have any real impact Speaking of Health looks at basic theories of communication and behavior change and focuses on where they apply and where they don't By suggesting creative strategies and guidelines for speaking to diverse audiences now and in the future the Institute of Medicine seeks to take health communication into the 21st century In an age where we are inundated by multiple messages every day this book will be a critical tool for all who are interested in communicating with diverse communities about health issues

The book delves into Organizational Aspects Of Health Communication Campaigns What Works. Organizational Aspects Of Health Communication Campaigns What Works is a crucial topic that needs to be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Organizational Aspects Of Health Communication Campaigns What Works, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Organizational Aspects Of Health Communication Campaigns What Works
 - Chapter 2: Essential Elements of Organizational Aspects Of Health Communication Campaigns What Works
 - Chapter 3: Organizational Aspects Of Health Communication Campaigns What Works in Everyday Life
 - Chapter 4: Organizational Aspects Of Health Communication Campaigns What Works in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, the author will provide an overview of Organizational Aspects Of Health Communication Campaigns What Works. This chapter will explore what Organizational Aspects Of Health Communication Campaigns What Works is, why Organizational Aspects Of Health Communication Campaigns What Works is vital, and how to effectively learn about Organizational Aspects Of Health Communication Campaigns What Works.
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 5. In chapter 4, the author will scrutinize the relevance of Organizational Aspects Of Health Communication Campaigns What Works in specific contexts. The fourth chapter will explore how Organizational Aspects Of Health Communication Campaigns What Works is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, this book will draw a conclusion about Organizational Aspects Of Health Communication Campaigns What Works. The final chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Organizational Aspects Of Health Communication Campaigns What Works.

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Organizational Aspects Of Health Communication Campaigns What Works Introduction

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