

# HEALTH PROMOTION

## A Practical Guide to Effective Communication

*Health Promotion: A Practical Guide to Effective Communication* introduces students to the fundamental principles and practices of health promotion in the Australian and international public health contexts. Combining the core principles and theories of health promotion with those of effective communication, the text guides readers through the practical steps of planning, implementing and evaluating programs that empower health consumers and facilitate improved and equitable health outcomes for individuals and communities.

The chapters consolidate and extend readers' understanding of key topics through case-study scenarios addressing the complexity of health promotion in practice, problem-based learning activities, revision questions and recommendations for further reading. The 'Elsewhere in the World' sections link the text to health promotion programs globally. The final chapter brings together key concepts and highlights initiatives in action through a selection of eight extended international case studies.

With contributions from academics and specialists across the public health, health promotion and science communication disciplines, this essential resource will equip students with the knowledge and tools to prepare them for practice across a range of health and policy settings.

**Merryn McKinnon** is a senior lecturer in the Centre for the Public Awareness of Science at the Australian National University.

Cambridge University Press  
978-1-108-81604-5 — Health Promotion  
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EDITED BY  
**Merryn McKinnon**

 **CAMBRIDGE**  
UNIVERSITY PRESS

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University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India

79 Anson Road, #06–04/06, Singapore 079906

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[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9781108816045](http://www.cambridge.org/9781108816045)

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First published 2021

Cover designed by Marianna Berek-Lewis

Typeset by Integra Software Service Pvt. Ltd

Printed in Singapore by Markono Print Media Pte Ltd, March 2021

*A catalogue record for this publication is available from the British Library*

*A catalogue record for this book is available from the National Library of Australia*

ISBN 978-1-108-81604-5 Paperback

Additional resources for this publication at [www.cambridge.org/highereducation/isbn/9781108816045/resources](http://www.cambridge.org/highereducation/isbn/9781108816045/resources)

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# Acknowledgements

The editor and Cambridge University Press would like to acknowledge and thank the following contributors, who contributed case studies for this text: Shane Kawenata Bradbrook, Venkatesan Chakrapani, Daniel Craig, Amy R. Dobos, Matthew Dunn, Jasvir Kaur, Manmeet Kaur, Mitsuru Kudo, Rajesh Kumar, Albert Lee, Lindy A. Orthia, Shino Ouchi, Angelique Reweti, Christine Roseveare, Christina Severinsen and Andrea Waling.

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