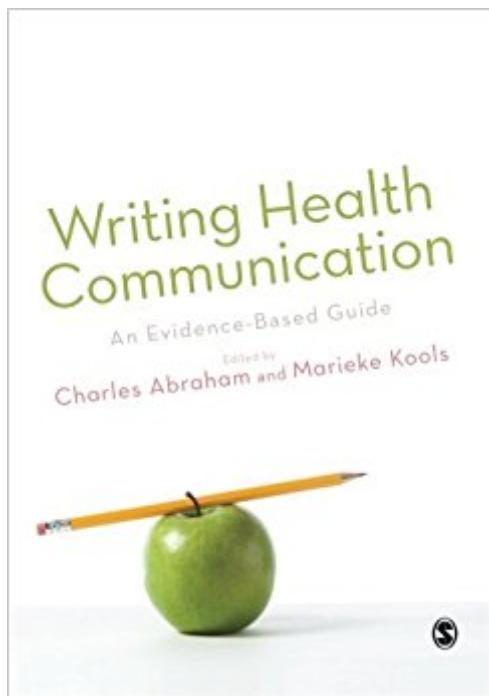


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Writing Health Communication: An Evidence-based Guide



Synopsis

Research has shown that information given to patients and materials designed to influence health behaviour often fail to achieve their aims. As a result, health professionals need proven strategies to ensure that information is selected, designed and presented appropriately for the target audience. In response, *Writing for Health Communication* provides a practical guide to designing health information, using evidence-based strategies to engage, inform and persuade different audiences. The book outlines the steps a writer needs to go through in creating successful materials. Starting with an understanding of how people read and process information and how behaviour is influenced, the book then covers the practicalities of "Choosing an approach" "Message framing" "Text design and layout" "Using graphics" "Computer tailoring". Each chapter is illustrated with examples - including both good and bad practice and covering a range of health topics. For students and professionals in healthcare, health promotion, health education and public health, *Writing for Health Communication* is an invaluable guide to best practice.

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