

Evaluating Women's Health Messages: A Resource Book

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The increased attention currently being paid to women's reproductive health issues has produced a corresponding interest in the role that communication plays in promoting better health care. Groundbreaking and comprehensive, this book is the first systematic examination of the major types and forms of messages about women's reproductive health - medical, social scientific and public - and the degree to which these messages compare with and contradict each other. Within the broad framework of communication, a range of women's health issues are examined in this book from political, historical, technological and feminist perspectives. The issues examined include: abortion; infertility; drug and alcohol use in pregnancy; childbirth; AIDS; menst

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Editorial Review

About the Author
I emphasize the processes and outcomes associated with communication about health. My recent research focuses on the design of health messages to promote behavioral adaptation in situations where individuals are unable, unwilling, and/or unlikely to avoid situations and practices that put their health at risk. I have applied a behavioral adaptation approach to farmers' sun protection practices and am currently investigating its utility for involving the lay public in understanding the implications of human genetics research and information for personal well-being. I utilize a community-based approach in the dissemination of behavioral adaptation messages.

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