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Effective Health Risk Messages provides step-by-step instructions for developing theoretically based campaigns that work. Readers will learn about message development theories, formative and summative evaluation, and even basic research designs for evaluating your campaign. Worksheets are provided at the end of each chapter to provide readers with hands-on, practical experiences in developing effective health risk messages. This book is suitable for practitioners, researchers, and students alike, and can act as a stand-alone text or supplementary text for persuasion, public health, advertising, and marketing classes.