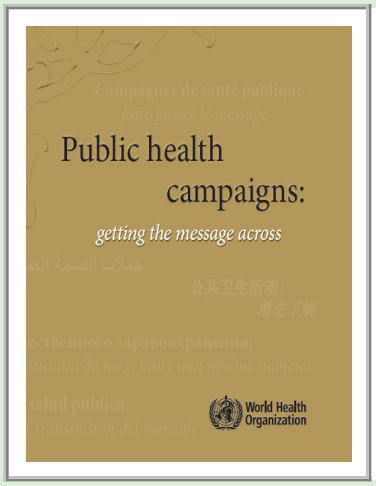

Getting the Message Across: Public Health Campaigns (1948–2008)

understanding**Author:** World Health Organization

Publication Date: 2009

Format: Book

Physical Description: 158 p.; col., ill.

Language: Arabic, Chinese, English, French, Russian, Spanish

Abstract:

This book takes a historical look at the power of posters to persuade people to change their behaviour. It charts decades of changing health priorities, advertising trends and government regulations, inviting the reader to reflect on how public health campaigns have evolved, and how they could be improved. The book contains a large global sample of public health posters with translations in Arabic, Chinese, English, French, Spanish and Russian. Health communication messages explored in the book include: "vaccinate", "prevent" (e.g., tuberculosis, cholera, and avian flu), "keep clean", "protect yourself" (e.g., from HIV and AIDS), "don't" (smoke tobacco or drink alcohol), "be safe", "breastfeeding", and "eat and move".

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Advocates, Health Educators/Communicators

Topic:

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