



Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press

David E Nelson, Bradford W Hesse, Robert T Croyle

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The demand for health information continues to increase, but the ability of health professionals to provide it clearly remains variable. The aim of this book is (1) to summarize and synthesize research on the selection and presentation of data pertinent to public health, and (2) to provide practical suggestions, based on this research summary and synthesis, on how scientists and other public health practitioners can better communicate data to the public, policy makers, and the press in typical real-world situations. Because communication is complex and no one approach works for all audiences, the authors emphasize how to communicate data "better" (and in some instances, contrast this with how to communicate data "worse"), rather than attempting a cookbook approach. The book contains a wealth of case studies and other examples to illustrate major points, and actual situations whenever possible. Key principles and recommendations are summarized at the end of each chapter.

This book will stimulate interest among public health practitioners, scholars, and students to more seriously consider ways they can understand and improve communication about data and other types of scientific information with the public, policy makers, and the press. Improved data communication will increase the chances that evidence-based scientific findings can play a greater role in improving the public's health.

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This Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press book is not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is definitely information inside this e-book incredible fresh, you will get facts which is getting deeper you actually read a lot of information you will get. That Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press without we know teach the one who studying it become critical in considering and analyzing. Don't end up being worry Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press can bring any time you are and not make your bag space or bookshelves' grow to be full because you can have it in your lovely laptop even phone. This Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press having great arrangement in word along with layout, so you will not really feel uninterested in reading.

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