



Health Communication Interventions and Health Literacy in the 21st Century

Guest Editors:

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Deadline for manuscript
submissions:
closed (30 September 2022)

Message from the Guest Editors

Dear Colleagues,

Research has contributed a lot to our knowledge of the determinants of success of persuasive messages in health communication. However, communication professionals still face great challenges when trying to develop messages that effectively change the behavior of large groups of people. This is evident, for example, from present-day problems in persuading people to adhere to the guidelines for containing the COVID-19 pandemic.

This Special Issue will report studies into the effects of theory-based health communication interventions in groups with a low level of health literacy, preferably compared with the effects of the same interventions in other groups. We also welcome, for instance, studies on the co-creation of new interventions or qualitative studies to understand perspectives of vulnerable groups to inform communication interventions.

We expect authors not only to discuss the significance of their findings for the practice of health communication, but also to pay close attention to the contribution of their research to the theoretical framework they have chosen as a starting point, and to the upliftment of the groups/communities they have studied.





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Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Scientific discoveries and advances in this research field play a critical role in providing a rational basis for informed decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards.

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