

Communication Campaigns that Emphasize Environmental Influences on Health and Risk

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This chapter is about campaigns and the environment. Campaigns try to reduce risk and promote health through awareness, knowledge, attitudes, intention, and behavior change. For example, campaigns about the environment have focused on a wide range of risk (sun, lead, air quality, tobacco, obesity, and climate change). These campaigns should be based on research and theory. They also should be done with rigor and a plan to evaluate. Most campaigns focus on impacts on humans, animals, or the environment even though all three are linked. A One Health approach accepts these complex links between humans, animals and the environment. A One Health approach also can be used in campaigns to show how these areas connect with each other.