

Mass Media And Public Awareness Campaigns

Cross-Agency Evaluation of DoD, VA, and HHS Mental Health Public Awareness Campaign Economic Analysis of Suicide Prevention Water and Sanitation in the World's Cities Water and Sanitation in the World's Cities Human Trafficking Ribbon Culture Public Service Advertising of the Health Care Service Sector in Tripura, India National Public Awareness Campaigns Federal Register Elder Abuse Public Awareness Campaigns for Environmental Protection Preventing Youth Handgun Violence Public Awareness Campaigns in March & April that Can Support Your Community's Strategy to Reduce Substance Abuse Water Resources Series Environmental Education Quacks and Crusaders California. Court of Appeal (2nd Appellate District). Records and Briefs The Green Agenda in American Politics Department of Motor Vehicles A Study of Curbside Programs in California Joie D. Acosta Yasuyuki Sawada United Nations Human Settlements Programme Un-Habitat Wendy Stickle Sarah E. H. Moore Dhananjay Datta XinQi Dong Maegan Cowan Sabrina Arredondo Join Together (Organization) Hartmut Schneider Eric S. Juhnke California (State). Robert J. Duffy California. Bureau of State Audits

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this report evaluates efforts by four public awareness campaigns to overcome negative perceptions and promote awareness of mental health disorders and their treatment with a focus on military and veteran populations

this book examines the causes and consequences of suicide from the perspective of economics the approach here differs from those in medical psychiatric epidemiological and sociological studies of suicide and is thus novel in a way that highlights the importance of economic and institutional settings in the problem of suicide the authors argue that suicide imposes a tremendous economic cost on contemporary society in a variety of ways requiring the government to develop an effective prevention strategy an empirical analysis using data from japan and other developed countries shows that natural disasters and economic crises increase suicide rates while liberal government policies favorable to the poor can decrease them further the types of effective prevention strategies in the context of railway subway suicides celebrity suicides public awareness

campaigns and education using data primarily from japan are revealed this book ultimately contributes to an understanding of suicides and the development of evidence based policy proposals the japanese version of this book won the 56th nikkei prize for economics books nikkei keizai tosho bunka award in 2013 yasuyuki sawada is chief economist of the asian development bank and professor of economics at the university of tokyo michiko ueda is associate professor in the faculty of political science and economics at waseda university tetsuya matsubayashi is associate professor of osaka school of international public policy osipp at osaka university

this is surely the most impressive and important publication to come out of the un system for many years peter adamson founder new internationalist and author and researcher of unicef s the state of the world s children from 1980 to 1995 the world s governments agreed at the millennium summit to halve by 2015 the number of people who lack access to safe water with rapidly growing urban populations the challenge is immense water and sanitation in the world s cities is a comprehensive and authoritative assessment of the problems and how they can be addressed this influential publication b

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human trafficking a comprehensive exploration into modern day slavery examines the legal socio cultural historical and political aspects of human trafficking and modern day slavery in the united states and around the world the goal of this text is to provide an accurate understanding of all forms of human trafficking and current responses to this crime

this book explores the history meaning and sociological implications of awareness campaigns seeing them as personal displays of compassion in a culture where empathy is a by word for authenticity it also highlights how charities use awareness campaigns to reach their audience and the transformation of charity into a commercial enterprise

document from the year 2020 in the subject communications public relations advertising marketing social media grade passed language english abstract this study is an attempt to explain the economics of selected public service advertising of health care service sector in tripura india specifically pertaining to efficiency effectiveness value and behavior in the production and consumption of health care service hence the main objectives of the research work are to understand the effectiveness of the economics of selected health care service sector related public service outdoors advertising specifically pertaining to the

internal and external elements that make them effective and successful for both public or consumers and the government in tripura secondly to find out influence of health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause in tripura thirdly to find out influence of health care service sector related public service print media advertising and its effect in pursuing the announcement made for public cause in tripura fourthly to find out the overall reach of the recent government sponsored health care service sector related public service advertising among public in tripura and finally to find out the right media for telecasting the health care service sector related public service advertising to make it more effective this study is mainly based on the primary and secondary data primary data collected through pre tested questionnaire and secondary data collected from the various sources like published reports articles journals and research report etc the total sample size for the study is 540 and purposively divided into two parts 240 sample for the study area and 300 for the all india level case study 240 sample sizes were collected covering all eight district of tripura and 300 sample sizes were considered purposively for the case study analysis at all india level general socio economic and demographic characteristics of respondents from the study area were analyzed through frequency percentage table and pie chart hypotheses analyses were carried out using chi square test and calculation of phi and cramer s v were carried out to measure the effect pearson correlations were carried out involving public service advertising observation experiences and socio economic characteristics of the respondents multiple stepwise forward logistic regressions analysis were carried out to measure the influence of observational experience of public service advertising of health care service sector in tripura india bar chart for all statement in the questionnaire factor analysis kmo and bartlett s test factor wise questions items basic and descriptive statistics like mean median sd variance etc histograms t test are also used in the study and the kruskal wallis test a non parametric alternative to the one way anova spearman correlation coefficient are also used in the study with the help of spss

this book provides a global comprehensive and systematic state of the review of this field that fills the gaps between research practice and policy the book addresses the epidemiology of the issue and the global prevalence of elder abuse in both developed and developing countries which synthesizes the most up to date data about risk factors and protective factors associated with elder abuse and consequences of elder abuse clinical assessment and management of elder abuse including screening detection management of elder abuse and the role of decision making capacity and forensic approaches practice and services that describe adult protective services legal justice elder court systems and guardianship system elder abuse and culture which provides more in depth anthropological and ethnographic experiences policy issues which highlights the elder justice movement gao reports elder justice act older american act and elder justice coordinating council and future directions which explores translational research practice education training and policy issues surrounding elder abuse elder abuse research practice and policy is a useful resource for aging researchers social services general internists family medicine physicians social workers nurses and legal professionals interested in the issues of elder abuse

this dissertation public awareness campaigns for environmental protection case studies on hong kong by maegan cowan was obtained from the university of hong kong pokfulam hong kong and is being sold pursuant to creative commons attribution 3 0 hong kong license the content of this dissertation has not been altered in any way we have altered the formatting in order to

facilitate the ease of printing and reading of the dissertation all rights not granted by the above license are retained by the author abstract public awareness campaigns are often used as a tool to promote environmental protection to a community and to spur behavioral change nevertheless campaigns may not always be effective in promoting this goal this study looks at the effectiveness of environmental protection campaigns in order to recommend best practices to improve efficacy it also includes an assessment framework for evaluating the success of environmental campaigns so that stakeholders can see the value of campaigns for themselves this report looks specifically at food waste reduction campaigns in hong kong and therefore serves as a tool for ngos the government funders and interested members of the public in hong kong to see the effectiveness of current environmental protection campaigns and plan better campaigns in the future the study uses quantitative and qualitative research to see the efficacy of both the planning and results of three case studies these are the government run food wise hong kong the ngo run waste no food and the single event campaign at the 2014 rugby sevens this study reveals that food waste reduction campaigns in hong kong overall promote a care for the environment but fail to promote behavioral change among some groups including certain age groups the media and the government therefore this study recommends more targeted planning and rhetoric in order to create change among these groups it also recommends an assessment framework specifically for environmental protection campaigns that stakeholders can use to better see the effectiveness of current and future campaigns subjects environmental protection china hong kong

de una manera general la educación medioambiental que incluye el despertar de una toma de conciencia es el complemento indispensable de otros instrumentos utilizados en la gestión del medio ambiente una parte importante de esta educación se encuentra fuera del sistema educativo clásico este documento muestra la evolución de una proximidad conservadora y más bien pedagógica hacia un acercamiento fundado en la educación para un desarrollo más duradero basado en el análisis de diversas acciones y en el estudio de 10 casos en África asia y américa latina este trabajo señala las condiciones necesarias para la puesta en marcha futura de un método de educación en materia medioambiental todavía más eficaz estas condiciones implican una revisión sistemática del medio ambiente y de la sociedad y una acción orientada hacia la solución de los problemas

one promoted goat gland transplants as a remedy for lost virility or infertility another blamed aluminum cooking utensils for causing cancer the third was targeted by the food and drug administration as public enemy number one for his worthless cures john brinkley norman baker and harry hoxsey were the ultimate snake oil salesmen of the twentieth century with backgrounds in lowbrow performance carnivals vaudeville night clubs each of these charismatic con men used the emerging power of radio to hawk alternative cures in the midwest beginning in the roaring twenties through the depression era and into the 1950s all scorned the medical establishment for avarice while amassing considerable fortunes of their own and although the american medical association castigated them for preying on the ignorant this book shows that the case against them wasn't all that simple quacks and crusaders is an entertaining and revealing look at the connections between fraudulent medicine and populist rhetoric in middle america eric juhnke examines the careers of these three personalities to paint a vision of medicine that championed average americans denounced elitism and affirmed rustic values all appealed to the common man winning audiences and patrons in rural america by casting their pitches in everyday language and their messages proved more potent

than their medicines in treating the fears insecurities and failing health of their numerous supporters juhnke first examines the career of each man revealing their geniuses as businessmen and propagandists with such success that brinkley and baker ran for governor of their states and hoxsey had thousands of supporters protest his persecution by the fda juhnke then investigates the identity motives and willingness to believe of their many patients and followers he shows how all three men used populist rhetoric evangelical anti communist anti intellectual to attract their clients and then how their particular brand of populism sometimes mutated to anti semitism and other sentiments of the radical right by treating the incurable brinkley baker and hoxsey took on the mantles of common folk crusaders brinkley was idolized for his goat gland cures until his death and hoxsey s former head nurse continued his work from tijuana until her death in 1999 in considering who visits quacks and why juhnke has shed new light not only on the ongoing battle between alternative and organized medicine but also on the persistence of quackery and gullibility in american culture

number of exhibits 1

organizations such as the sierra club and friends of the earth are familiar to anyone with an interest in environmental protection as activist groups they played by the same rules for years but in 1994 the rules changed with the republican takeover of congress environmental groups faced sweeping changes in federal policies that threatened the enforcement of environmental laws as these organizations intensified their efforts to meet these challenges they also altered their electoral strategies and political spending patterns this book traces those actions and shows what they mean for the future of environmentalism in the political arena while environmental advocacy groups have become bigger and better funded in recent years so have the corporate interests that compete with them for the attention of public and politicians the green agenda in american politics offers a new look at environmental advocacy that focuses on contemporary lobbying electioneering and agenda setting in this new context drawing on interviews with activists from a wide range of organizations robert duffy describes what environmental groups actually do when lobbying officials or the public he examines activity at both national and state levels to emphasize their growing use of websites email and action alert networks to conduct more sophisticated grassroots campaigns and he shows how they are devoting more funds to unregulated forms of spending such as independent expenditure issue advocacy advertising and public education campaigns duffy also tracks emerging trends in interest group politics and provides an overview of activism through the early 1990s he then documents the emergence of more aggressive action after 1994 such as providing campaign services to candidates and mounting voter registration drives he also shows how state and local groups have begun to play more important roles in the wake of the rollback of federal environmental regulations brimming with new insights into interest group lobbies in general and contemporary environmental groups in particular duffy s book opens a new window on the influence of big money in the supposedly democratic electoral process

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