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HEALTH CAMPAIGN AND MESSAGE STRATEGY



Condition: New. Publisher/Verlag: AV Akademikerverlag | Effect of Discriminate Messages on Healthy Behaviors | Revision with unchanged content. Over the past several decades, overweight and obesity levels have increased throughout the United States and the greatest increases among obese people occurred in persons with some college education between the ages of 18 and 29 years. This study examines the utility of theory-based messages designed to increase college students intention to eat healthy food and engage in substantive physical activity. In...

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- Authored by Jung, Taejin
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