

### **communicating in the health pdf**

Why health communication is important in public health Rajiv N Rimala & Maria K Lapinskib a Department of Health, Behavior and Society, Johns Hopkins University, Baltimore, MD, United States of America (USA). b Department of Communication, Michigan State University, East Lansing, MI, USA . Correspondence to Rajiv N Rimal (e-mail: rimal@jhsph.edu).

### **Why health communication is important in public health**

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