

**Motivating women and men to take protective action against rape:  
examining direct and indirect persuasive fear appeals**

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Health communication

2005; 18(3):237-256

**ARTICLE IDENTIFIERS**

DOI: 10.1207/s15327027hc1803\_3

PMID: 16187930

PMCID: not available

**JOURNAL IDENTIFIERS**

LCCN: sf 93091418

pISSN: 1041-0236

eISSN: 1532-7027

OCLC ID: 18611352

CONS ID: sn 88007935

US National Library of Medicine ID: 8908762

This article was identified from a query of the SafetyLit database.