

**Framing and dosage effects: use of protection motivation theory to examine efficacy of anti-cocaine visual messages**

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International journal of health promotion and education

2012; 50(2):68-80

**ARTICLE IDENTIFIERS**

DOI: 10.1080/14635240.2012.661965

PMID: unavailable

PMCID: not available

**JOURNAL IDENTIFIERS**

LCCN: not available

pISSN: 1463-5240

eISSN: 2164-9545

OCLC ID: 41279474

CONS ID: not available

US National Library of Medicine ID: 100894376

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