

College students' responses to emotional anti-alcohol abuse media messages: should we scare or amuse them?

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Health promotion practice

2018; 19(3):465-474

ARTICLE IDENTIFIERS

DOI: 10.1177/1524839917711639

PMID: 28705030

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 1524-8399

eISSN: 1552-6372

OCLC ID: 41255018

CONS ID: sn 99008562

US National Library of Medicine ID: 100890609

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