



**Carolyn Lagoe, PhD**

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**Contributing author:**

**Chapter 11: “A Needs Assessment Is Essential for Audience-Focused Communication”**

Carolyn’s research and professional experience focuses on the design, implementation, and evaluation of health communication campaigns. Carolyn is specifically interested in how to design messages to effectively influence knowledge, attitudes, and behavioral change. She has previously worked on international and domestic health initiatives including HIV-risk reduction campaigns, nutrition campaigns, and safety campaigns.

**What led you to contribute your time and expertise to writing *Communicating Nutrition*?**

I became particularly interested in contributing to this book because it is such a worthy topic to address. Effective communication is crucial in all areas of health and wellness. So often, health messages miss the mark because planners have not taken the time and effort to learn about their audience. I appreciate that portions of this book are really focused on tailoring and adapting messages to meet the needs of audience members.

**Connect with Carolyn:**

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