

Comparing paid versus earned media promotional strategies to broadly disseminate an effective teen driving intervention to Michigan parents via the web

Bingham CR, Shope JT, Zakrajsek JS, Esdale A, Scarpetta L.

Injury prevention

2012; 18(Suppl 1):A203

ARTICLE IDENTIFIERS

DOI: 10.1136/injuryprev-2012-040590t.15

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 2004211020

pISSN: 1353-8047

eISSN: 1475-5785

OCLC ID: 32910739

CONS ID: sn 95050096

US National Library of Medicine ID: 9510056

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