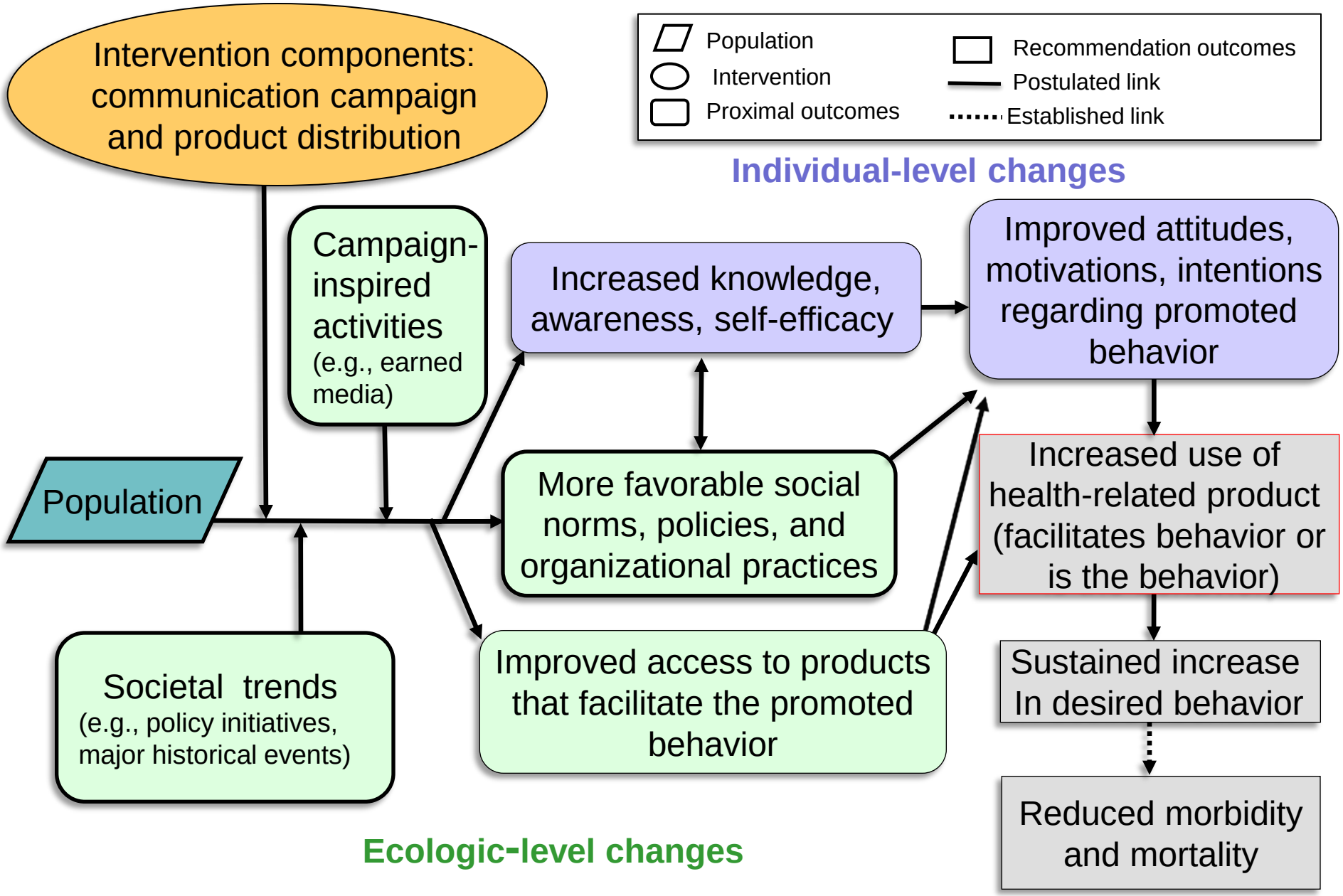Analytic Framework: Health Communication Campaigns That Include Mass Media and Health-Related Product Distribution