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Judith A. Graeff, John P. Elder, Elizabeth Mills Booth
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#8035059 in Books Jossey-Bass 1993-11-02Original language:EnglishPDF # 1 7.09 x 1.97 x 4.33l, .0 #File Name: 1555425852204 pages | File size: 48.Mb

Judith A. Graeff, John P. Elder, Elizabeth Mills Booth : Communication for Health and Behavior Change: A Developing Country Perspective (Jossey-Bass Health) before purchasing it in order to gage whether or not it would be worth my time, and all praised Communication for Health and Behavior Change: A Developing Country Perspective (Jossey-Bass Health):

Health Communication in Developing Countries A Publication of Healthcom Project, Academy for Educational Development, and the U.S. Agency for International Development This study details a practical, five-step model for communication that promotes change in existing behaviors and supports the good health practices essential for child survival in developing countries. Learn how to apply basic behavioral principles and techniques to understand how a given population supports or inhibits sound health practices; to identify where change is most needed and feasible; and to select appropriate channels for communication. Based on a twelve-year, twenty-country project funded by the U.S. Agency for International Development.

From the Inside FlapMillions of children die of preventable diseases every year. Tragically, much of this suffering and

death could be prevented with the appropriate use of simple health technologies and practices. Yet major efforts to educate the public and build basic health care infrastructures are hampered by illiteracy and cultural and language barriers which render health communications ineffective. Based on the pioneering work of HealthCom, a twelve-year, twenty-country project funded by the U.S. Agency for International Development, this book provides a practical, five-step model for communication that promotes change in existing behaviors and that supports the good health practices essential for developing countries. By applying behavior analysis theory to the communication process, the authors reveal how understanding social and environmental contexts can significantly aid health communicators in developing effective communication strategies. They demonstrate how to use basic behavioral principles and techniques to determine the perceptions, needs, and values of a given population that support or inhibit sound health practices; to identify where change is most needed and feasible; and to select the most appropriate channels for communication.

From the Back Cover Based on the work of HealthCom, a twelve-year, twenty-country study of health care in developing countries, this book provides a practical, five-step model for promoting change in existing behaviors and supporting essential good health practices.

About the Author JUDITH A. GRAEFF is senior program officer for the HealthCom project at the Academy for Educational Development. JOHN P. ELDER is a professor in the Graduate School of Public Health at San Diego State University. ELIZABETH MILLS BOOTH Elizabeth Mills Booth is a health communication and social marketing specialist and is a consultant to the Academy for Educational Development.