



Communication for Health and Behavior Change: A Developing Country Perspective (Jossey-Bass Health)

Judith A. Graeff, John P. Elder, Elizabeth Mills Booth

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Health Communication in Developing CountriesA Publication of Healthcom Project, Academy for Educational Development, and the U.S. Agency for International DevelopmentThis 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.



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