DESCRIPTION

International in scope, The Handbook of Global Health Communication offers a comprehensive and up-to-date analysis of the role of communication processes in global public health, development and social change.

• Brings together 32 contributions from well-respected scholars and practitioners in the field, addressing a wide range of communication approaches in current global health programs.

• Offers an integrated view that links communication to the strengthening of health services, the involvement of affected communities in shaping health policies and improving care, and the empowerment of citizens in making decisions about health.

• Adopts a broad understanding of communication that goes beyond conventional divisions between informational and participatory approaches.

ABOUT THE AUTHOR

Rafael Obregon is Associate Professor in the School of Media Arts & Studies and Director of the Communication and Development Studies Program at Ohio University. He has taught and served as an administrator for the Program for Social Communication at Colombia’s Universidad del Norte and has taught and conducted research in Africa, Asia and Latin America.
serves on the editorial board of several journals, including the *Journal of Health Communication*. His research interests are health communication and development, capacity strengthening, and monitoring and evaluation.

**Silvio Waisbord** is Professor in the School of Media and Public Affairs at George Washington University. He is the editor-in-chief of the *International Journal of Press/Politics*. From 2002 to 2005, he was Senior Program Officer in the Academy for Educational Development. He has conducted research and lectured in Latin America and Africa. His areas of interest are journalism and politics, and the role of media and communication in development and global health programs.

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