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Nota di contenuto	Cover; Contents; Series Editor's Introduction; Preface; Acknowledgments; Chapter 1 - Health Behavior in the Developing World; Background; A Brief History of the Discipline of Public Health; The Global Burden of Disease; The Universality of Health Behavior; Epidemiology and Health Psychology; The Roots of Behavioral Epidemiology; Magnitude of Effect; The Jakarta Declaration; Summary; Further Reading; Chapter 2 - A Few Good Theories-and Behavioral Interventions That Work; Health Communications and Social Marketing; The Health Communication and Social Marketing Process; Learning Theory Skill Versus Performance Deficits Media Advocacy; Media Advocacy in Action: Promoting Environmentally Friendly Behaviors in Philippine Fisheries; Community Self-Control; Summary; Further Reading; Chapter 3 - Nutrition; Breast-Feeding; Growth Monitoring; Nutritional Interventions; The International Fight Against Formula Feeding; Other Interventions to Promote Breast-Feeding; Contingency Management in the Philippines; Community Self-Control in Indonesia; Health Communication and Social Marketing in West Africa; Summary; Further

Reading; Chapter 4 - Family Planning; Family Planning Interventions
Policy-Based Behavior ModificationThe Promotion of Family Planning;
Equality Issues; Summary; Further Reading; Chapter 5 - Infectious
Diseases; Interventions; Vaccine-Preventable Diseases; Diarrheal
Diseases; Acute Respiratory Infections (ARIs); Tuberculosis; Vector
Control; Summary; Further Reading; Chapter 6 - HIV/AIDS;
Interventions; Community Self-Control; Health Communication;
Condom Provision and Communication; Summary; Further Reading;
Chapter 7 - Tobacco Control; The Epidemiological Picture Today;
Environmental and Economic Impact; Tobacco-Control Interventions;
Summary
Further ReadingChapter 8 - Taking on the Wheel of Disease: Health
Behavior Change in the 21st Century; Consumption; Energy; Food;
Medical Care; Equality; Equal Opportunity Infections; Population; The
Interaction Between Inequality and Consumption; The Interaction
Between Population and Consumption; The Interaction Among All Wheel
Components; The Crux of the Argument: "Risk Factorology" Versus
"Public Health Nihilism"; New Targets for Behavior Change;
Agrodiversity; Sustainable Consumption; Conclusions: New Directions
for Public Health Promotion; Summary; References; Name Index
Subject IndexAbout the Author

Sommario/riassunto

Focusing on universal public health issues, this book introduces students and practitioners to behaviour change theories and applications. It details experiences of successful programmes for the prevention and control of the world's biggest killers and explores health communication and social marketing strategies, learning theory, media advocacy and community development.
