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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Preface; Acknowledgments; Introduction; Designing Strategic Communication for Behavior Change; LIST OF TABLES; Link Communication Objectives to Outcomes; Understand Target Audiences Through Research; LIST OF BOXES; Map the Road to Behavior Change; Define Operationally-linked Communication Activities; Influencing Project Outcomes Through Strategic Communication; Critical Success Factors; Policy and Operational Implications; APPENDIXES; LIST OF UNNUMBERED TABLES; Bibliography
Sommario/riassunto	The Uganda Nutrition and Early Childhood Development Project was one of the World Bank's first projects to demonstrate the value-added of strategic communication. The strategic communication component developed for this project included the use of formative research about values and attitudes with respect to child rearing, in order to develop and test effective messages. The communication strategy was developed in a highly participatory manner and included nurturing a team of champions for the project among policymakers, district officials, community leaders, and grassroots organizations to advocate

for the project. It also included two-way communication activities developed to address the practices and behaviors that would need to be changed in order for the project to be successful, rather than merely disseminating messages based on assumptions of project benefits.
