



# **The Handbook of Global Health Communication (Handbooks in Communication and Media)**

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# The Handbook of Global Health Communication (Handbooks in Communication and Media)

## The Handbook of Global Health Communication (Handbooks in Communication and Media)

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

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