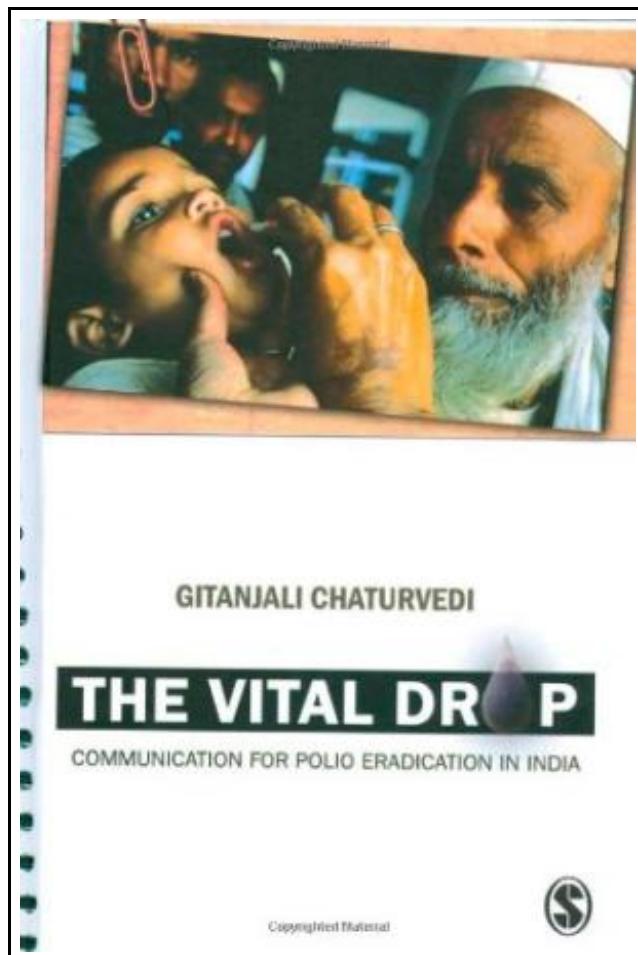


The Vital Drop: Communication to Eradicate Polio in India



Filesize: 9.73 MB

Reviews

Undoubtedly, this is the greatest job by any author. It is actually filled with wisdom and knowledge I am quickly could get a pleasure of reading a written book.
(Kade Ankunding)

THE VITAL DROP: COMMUNICATION TO ERADICATE POLIO IN INDIA

[DOWNLOAD](#)

Sage Publications, New Delhi, India, 2008. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. The Vital Drop: Communication for Polio Eradication in India explains why communication is critical in ensuring the success of public health initiatives. Since a significant outbreak of polio in the country in 2002, several innovative strategies were introduced to ensure better outreach and efficacy of the intensified pulse polio initiative. This book records the communication journey that began in 2002 through important innovations aimed at including segregated and marginalised populations, as well as a very successful mass media campaign featuring cine star Amitabh Bachchan. An important lesson learnt was that for any public health communication to be successful, it had to be data driven. At the same time, it was essential for the initiative to generate data to demonstrate its effectiveness. Communication which was once regarded a 'soft science' has now evolved to the extent that it can generate data that is verifiable and drives the intervention further. Key features of the book include: - It describes the variety of communication initiatives undertaken to reach out to India's large, diverse, segregated and mobile populations. - It highlights the emphasis on evidence-both social and epidemiological-and the choices, approaches and course corrections in determining communication interventions. - It outlines the importance of the sophisticated surveillance and a frontline communication network. Printed Pages: 336.

[Read The Vital Drop: Communication to Eradicate Polio in India Online](#)[Download PDF The Vital Drop: Communication to Eradicate Polio in India](#)

Related PDFs



A Parent s Guide to STEM

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.This lively, colorful guidebook provides everything you need to know...

[Download Document »](#)



Genuine entrepreneurship education (secondary vocational schools teaching book) 9787040247916(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2008-08-01 Pages: 175 Publisher: Higher Education Basic information title: entrepreneurship education...

[Download Document »](#)



The Mystery of God s Evidence They Don t Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****.Save children s lives learn the discovery of God Can we discover God?...

[Download Document »](#)



JA] early childhood parenting :1-4 Genuine Special(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2006-01-01 Pages: 179 Publisher: the China Pictorial Our book is all...

[Download Document »](#)



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book....

[Download Document »](#)



The Bells, Op. 35: Vocal Score

Petrucci Library Press, United States, 2013. Paperback. Book Condition: New. 276 x 214 mm. Language: Russian . Brand New Book ***** Print on Demand *****. Composed in 1913 to Konstantin Balmont's free adaptation in Russian

[Save PDF »](#)



Readers Clubhouse B Just the Right Home

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Marilee Harrald-Pilz (illustrator). 224 x 147 mm. Language: English . Brand New Book. This is volume seven, Reading Level 2, in a comprehensive program

[Save PDF »](#)



Readers Clubhouse Set a the Caterpillar

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Mary Collier (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume five, Reading Level 1, in a comprehensive program

[Save PDF »](#)



Readers Clubhouse Set a Dan the Ant

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Karen Stormer Brooks (illustrator). 214 x 149 mm. Language: English . Brand New Book. This is volume one, Reading Level 1, in a comprehensive

[Save PDF »](#)



Never Invite an Alligator to Lunch!

Lucky Me Publishing, LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. NEVER Invite an Alligator to Lunch! delivers a fun,

[Save PDF »](#)