



TALC

Teaching-aids At Low Cost.

This non-profit making organisation supplies teaching aids and books to raise standards of health care worldwide and is professionally advised by the Centre for International Child Health, Institute of Child Health, University of London.

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PRESS RELEASE

Communicating **Health** (2nd Edition) *by Dr John Hubley*

This a vital book for all who have to plan programmes to improve the health of their communities.

It informs you what is currently best practice in developing countries and gives details of approaches from industrialised countries.

The author, Dr John Hubley, who wrote the first edition ten years ago says that since then he received a lot of questions asking about the effectiveness of health education. This led to the setting up of the Leeds Health Education Database of evaluated interventions in developing countries, which brought together for the first time the proof that health education in developing countries has progressed to a mature discipline.

A series of case studies drawn from the database is an important new feature of this edition, and this together with information provided by the book should enable you to improve the effectiveness of your activities. Also, the period since the book was written has seen the rise of the Internet and details of some of the more important sites are given. There is also a web site dedicated exclusively to serving the needs of the reader.

The book has health education and health promotion as core chapters, and then goes into details of particular methods. The final chapter provides guidelines on planning, evaluation and implementation. Price £9.50 plus postage and packaging plus £2.75 p&p.

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