

Book Review

Haider, M. (2005). *Global public health communication: Challenges, perspectives, and strategies*. Sudbury, MA: Jones and Bartlett Publishers. ISBN: 0-7637-4776-9 (paper back) 450 pp., \$72.95.

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Global Public Health Communication: Challenges, Perspectives, and Strategies (*GPHC*); (an edited volume of chapters on health, behavior, and communication) aims to arm health communicators, educators, and interventionists with theory and strategies to address challenges that they might encounter in their efforts to promote health across the globe. *GPHC* highlights the need for health practitioners and researchers to better conceptualize, develop, implement, and evaluate health communication and intervention efforts. The overall content of the text is compelling, and it includes the types of topics that one would expect to see in a text about global health communication, such as chapters on social marketing, education entertainment strategies, and diffusion of innovations (DOI), as well as specific intervention and campaign efforts to illustrate concepts. While I found much to commend about specific chapters of the text, however, the overall organization of *GPHC* lacks continuity. The text's ability to provide guidance across a broad stretch of topics that pertain to global health communication efforts would have been strengthened by a clearer organizational framework.

GPHC consists of an introduction, 26 chapters, and an epilogue. The introduction begins with Muhiuddin Haider and the late Everett M. Rogers providing an overall framework and explanation for the focus of the text. The five major subject areas encompass theoretical, methodological, and evidence-based perspectives in public health communication; a practical guide to public health communication; and "notes from the field." While the five subject areas might be the implicit framework for organizing the text, the framework is not explicit within the actual pages of the text. It would be helpful if the editor clearly delineated the five sections with an explanatory introduction for each of the sections. An introduction to each section also would provide a larger context for readers to organize their thoughts about the content. The difference between *health communication* and *health communications* also requires clarification; the terms seem to be used interchangeably throughout the text. The text either should distinguish between the two terms and then use them appropriately, or it should employ one of the terms consistently throughout each of the chapters.

Chapter 1, written by Muhiuddin Haider, Ranjeeta Pal, and Sarah Al-Shoura, explains DOI and the focus-organization-management-environment-network-technology (FOMENT) paradigm, which extends DOI. FOMENT warrants greater consideration, perhaps meriting its own chapter. Case studies also should be reduced in number, with remaining ones connected more directly with DOI and FOMENT.

Chapter 2, by William A. Smith, discusses social marketing, as part of the theoretical perspectives section of the text. In chapter 3, Javed S. Ahmad introduces the push and pull framework, while Rachel A. Smith, Kim Witte, and C. Kirk Lazell briefly present social change processes in chapter 4. Renaming the first section of the text to include “theories and frameworks” would be more accurate, as much of the content in the first section of the text is not theory.

Chapter 5, written by James W. Dearing, William F. Waters, and Everett M. Rogers, begins the methods portion of the text, but the chapters that follow do not consistently seem to deal with methodology. Chapter 6, while well-written by Dhaval S. Patel, is about social mobilization, and chapter 7, by Florence Naluyinda Kitabere, gives only a glimpse of social networks by presenting a list of questions for researchers to ask. In the most thoroughly written chapter (8), Kriss Barker discusses edutainment and the Sabido method. It should be positioned much earlier in the text, as part of a “theories and frameworks” section. Chapter 9, by Kurt Wise, presents basic information on effective precrisis management from a public relations perspective, while chapter 10, written by Muhiuddin Haider, Gillian Lyon-Powers, and Sarah Al-Shoura, focuses on community-assisted marketing strategies. Chapter 10 should follow the social marketing chapter and provide an extended example to illustrate ideas.

Chapters 11–15 deal with some aspect of reproductive health, yet they still do not appear fluid. Chapter 11, by Fariyal F. Fikree, should be absorbed in to another chapter or become part of a “campaign sampler” at the back of the text; chapter 12, an excellent case study by Rita Leavell and Anand Verdhan Sinha, promotes oral contraceptives in India and uses a culturally sensitive campaign with multiple levels of evaluation; chapter 13, by Elaine Murphy and Kristina Gryboski, is misplaced in the text, and should be paired with chapter 25 (which also deals with client interactions), which is written by Gretchen R. Norling; chapter 14, written by Ruth Berg and Dominique Meekers, focuses on methods/analyses and does not seem to fit within a reproductive health section; and chapter 15, written by Dallas Swendeman, Taigy Thomas, Chi Chiao, Kwa Sey, and Donald E. Morisky, provides a great example of a multilevel STI/HIV/AIDS prevention program that yields strong effects.

Moving out of the reproductive health realm, Rafael Obregon’s chapter 16 moves into the integrated management of childhood illness (IMCI), while Silvio Waisbord’s chapter 17 acknowledges the vital role of communication in all efforts related to routine immunizations. Chapter 18, written by Leslie B. Snyder and Mark Cistulli, and Chapter 19, written by Elil Renganathan, Everold Hosein, Will Parks, Linda Lloyd, Mohammad Raili Suhaili, and Asiya Odugleh, should provide a more detailed explanation of campaign processes and communication-for-behavioral-impact (COMBI), respectively; and the chapters should appear much earlier in the text to frame later discussions. Chapter 20, by Scott C. Ratzan and Wendy Meltzer, is an excellent chapter that should be the lead chapter in a “risk communication/emergency preparedness” section that would follow with Chapters 21 (Gary L. Kreps, Kenneth Alibek, Linda Neuhauswer, Katherine E. Rowan, and Lisa Sparks), 22 (Skye K. Schulte and J. Gregory Payne), and 24 (Muhiuddin Haider and Nisha P. Aravindakshan). The aforementioned chapters deal primarily with risk issues in the United States, however, which seems out of focus for a global public health communication text. Chapter 23, by Gary L. Kreps, is also U.S.-focused in its discussion of National Cancer Institute Programs to reduce cancer burdens,

and chapter 26, written by Sue Clay, Gayle Gibbons, Ross Kidd, Jessie Mbwambo, and Anton Schneider, should be absorbed in one of the chapters on HIV/AIDS. The epilogue, written by Muhiuddin Haider and Ranjeeta Pal, provides key take-home messages about international health communication efforts.

Overall, students and practitioners who are new to international endeavors and the challenges of working with governments and other cultures would find many of the *GPHC* chapters insightful. The case studies and theoretical overviews provide practical knowledge that easily can be implemented. *GPHC* would be improved, however, with the inclusion of clearly delineated sections, greater continuity with themes across chapters, and consistent development of ideas within each chapter. Should the content be developed and organized more efficiently for readers, the text potentially could become standard reading in graduate courses related to international health, campaigns, and diverse populations.