## Contents

1. **Strategy: What It Is** ................................................................. 1  
   Charles C. Okigbo

2. **Strategic Communication Campaigns** ................................. 11  
   Elizabeth Crisp Crawford and Charles C. Okigbo

   Kristine Berzins, Holly Greb, Malea Hoepf Young and Karen Hardee

4. **“Soaps” for Social and Behavioral Change** ............................. 37  
   Kriss Barker

5. **Strategic Health Communication in Urban Settings: A Template for Training Modules** ...................................................... 53  
   Renata Schiavo

6. **Risk, Crisis, and Emergency Communication in Developing Countries: Identifying the Needs of Urban Populations** .............. 65  
   Kenneth A. Lachlan, Patric R. Spence and Christine A. Eith

7. **Strategic Health Communication for Cancer Prevention** ............ 77  
   Jennifer J. Edwards, Chuka Onwumechili and Carol A. Stroman

8. **Strategic Health Communication** ............................................ 89  
   Kiran Prasad

9. **Integrating HIV/FP Programs: Opportunities for Strategic Communication** ................................................................. 103  
   Susan Adamchak, Jennifer Reierson and Jennifer Liku
Contents

10 Communicating for Action: Tackling Health Inequity in Urban Areas ................................................................. 115
   Amit Prasad, Francisco Armada, Yumi Kimura,
   Yagaantsetseg Radnaabazar and Khongorzul Byambajav

11 Beyond Thinking and Planning Strategically to Improve Urban Residents’ Health ................................................. 131
   Cornelius B. Pratt

12 Health Communication Strategies for Sustainable Development in a Globalized World ........................................ 143
   Patchanee Malikhao and Jan Servaes

13 Urbanization and Strategic Health Communication in India .......... 159
   Margaret U. D’Silva, Vinita Agarwal, Steve Sohn and Vijay Sharma

14 Urban Health Communication Strategy of Pro-Poor Growth for Sustained Improvement in Health in South Asia ......... 173
   Rukhsana Ahmed, Momtaz Uddin Ahmed and Zahirul Hasan Khan

15 The Role of Sports in Strategic Health Promotion ....................... 187
   Priscilla Wamucii

16 The Internet as a Sex Education Tool: A Case Study of an Online Thai Discussion Board ..................................... 199
   Thanomwong Poorisat and Arul Chib

17 Advertising and Childhood Obesity in China ............................... 211
   Angela Chang

Index ................................................................................................................. 221