

# Communication for Behavior Change: Volume III: Using Entertainment-Education for Distance Education: 3

Esta de Fossard, Michael Bailey

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A valuable resource for creating distance education programs for radio, TV, Internet and mobile, using an entertainment–education approach.

This volume explains how to integrate education into an entertaining format so that it holds people's attention while enabling them to improve their health and lifestyle. It also demonstrates how mobile technologies can be used for educating frontline health workers as well as the communities they serve.

This book offers many examples of such programs and provides essential guidance on:

- Understanding precisely what knowledge must be imparted to the communities and how.
- Why mobile technology is the new and most important platform for delivering educational content.
- How educational programs can be designed for developing countries in a sustainable way.



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