

CHAPTER VI

BIBLIOGRAPHY

Arlene Fink (1993) Evaluation Fundamentals. SAGE Publications.

This book provides a step by step guideline on programme evaluation. It uses clear examples to enhance the reader's understanding. The contents of the book include programme evaluation design, sampling, collecting information, measuring , analyzing and evaluating reports.

WHO. (1999). Prevention and Control of Dengue and Dengue Haemorrhagic Fever. New Delhi:SEARO.

This WHO publication provides the characteristics on the Dengue Haemorrhagic Fever epidemic world-wide, with particular reference to the South East Asia Region. It outlines the WHO recommended approach to control and prevent Dengue Haemorrhagic Fever. The publication also contains comprehensive information on many aspects of DHF that would be of benefit to all persons interested in the field of DHF.

Mark B. Dignan & Patricia A. Carr. (1992) second edition. Program Planning for Health Education and Promotion. Lea & Febiger.

This book explains the key concepts, and provides guidelines on planning and writing health education promotion programmes. The contents of the book include program planning, community analysis, target assessment, program plan development, implementation and evaluation.

David J. Anspaugh, Mark B. Dignan and Susan L. Anspaugh. (2000). Developing Health Promotion Programs. McGraw-Hill Higher Education.

This health promotion guide book integrates concepts and techniques from advertising and marketing fields to advocate key issues in health. The book explains ways of conducting health promotion using theories and models from advertising and marketing.

Michael Pfau and Roxanne. (1993). Persuasive Communication Campaign. Allyn and Bacon.

This book outlines basic guidelines in preparing and conducting a persuasive campaign. It is a comprehensive publication with examples of effective messages and communication symbols. This persuasive communication book tells us how to create effective campaign messages for political, social and commercial use. It explains key concepts and theories that can be applied in a campaign to persuade people. These can be applied in health promotion and advocacy efforts.