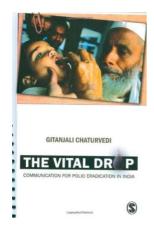
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Sage Publications, New Delhi, India, 2008. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. The Vital Drop: Communication for Polio Eradication in India explains why communication is critical in ensuring the success of public health initiatives. Since a significant outbreak of polio in the country in 2002, several innovative strategies were introduced to ensure better outreach and efficacy of the intensified pulse polio initiative. This book records the communication journey that began in 2002 through important innovations aimed...

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- Authored by Gitanjali Chaturvedi
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