



From Intervention to Social Change: A Guide to Reshaping Everyday Practices (Solving Social Problems)

Triin Vihalemm, Margit Keller, Maie Kiisel

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This book explores the design, communication and implementation of social change programmes aimed at solving various social problems, from reducing health-risk behaviour to a "greena (TM) consumption or financial literacy. Examining the application of social practice theory as a way of understanding social change, From Intervention to Social Change connects theoretical reflections with empirical research, sample cases and exercises, emphasising the importance of communication and community engagement in the initiation and implementation of social change programmes designed to address social problems and improve quality of life. Adopting a a "communication for social changea (TM) approach and presenting illustrative studies drawn from a "developeda (TM) and rapidly transforming countries, this handbook will appeal to project managers and communication professionals in the public and private sectors, as well as scholars of sociology, anthropology and development studies with interests in social problems and social change.

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