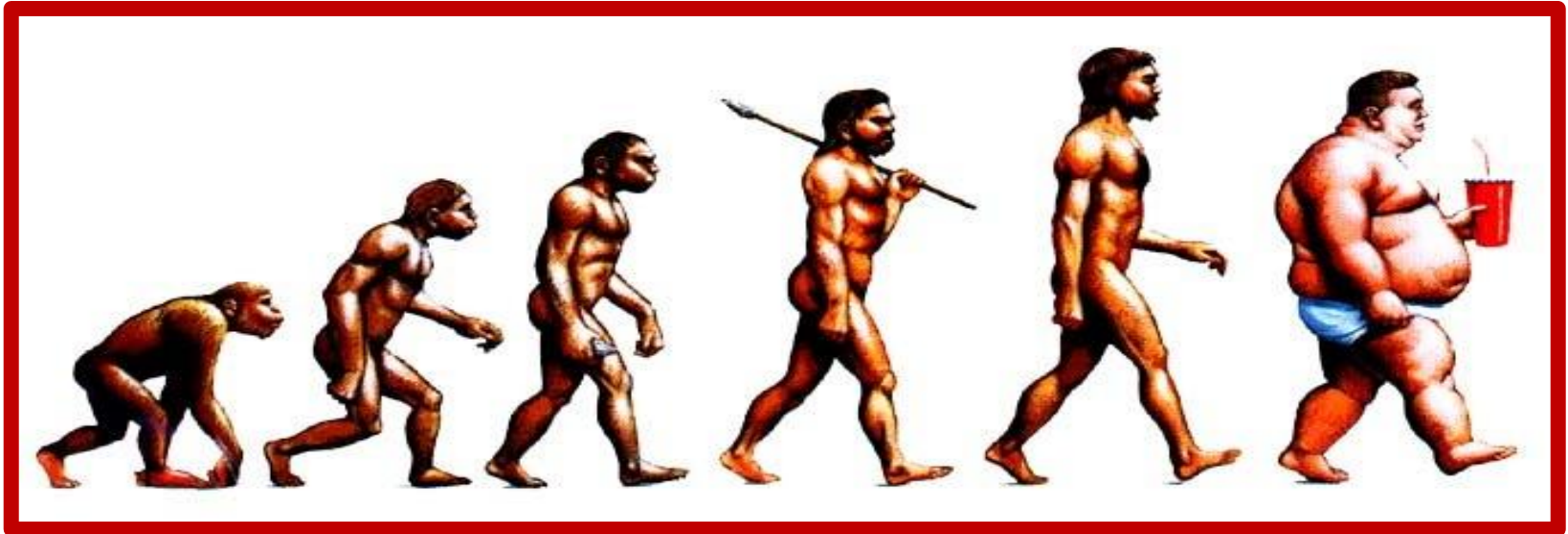


Behaviour Change Journey

Measuring the impact of social marketing campaigns



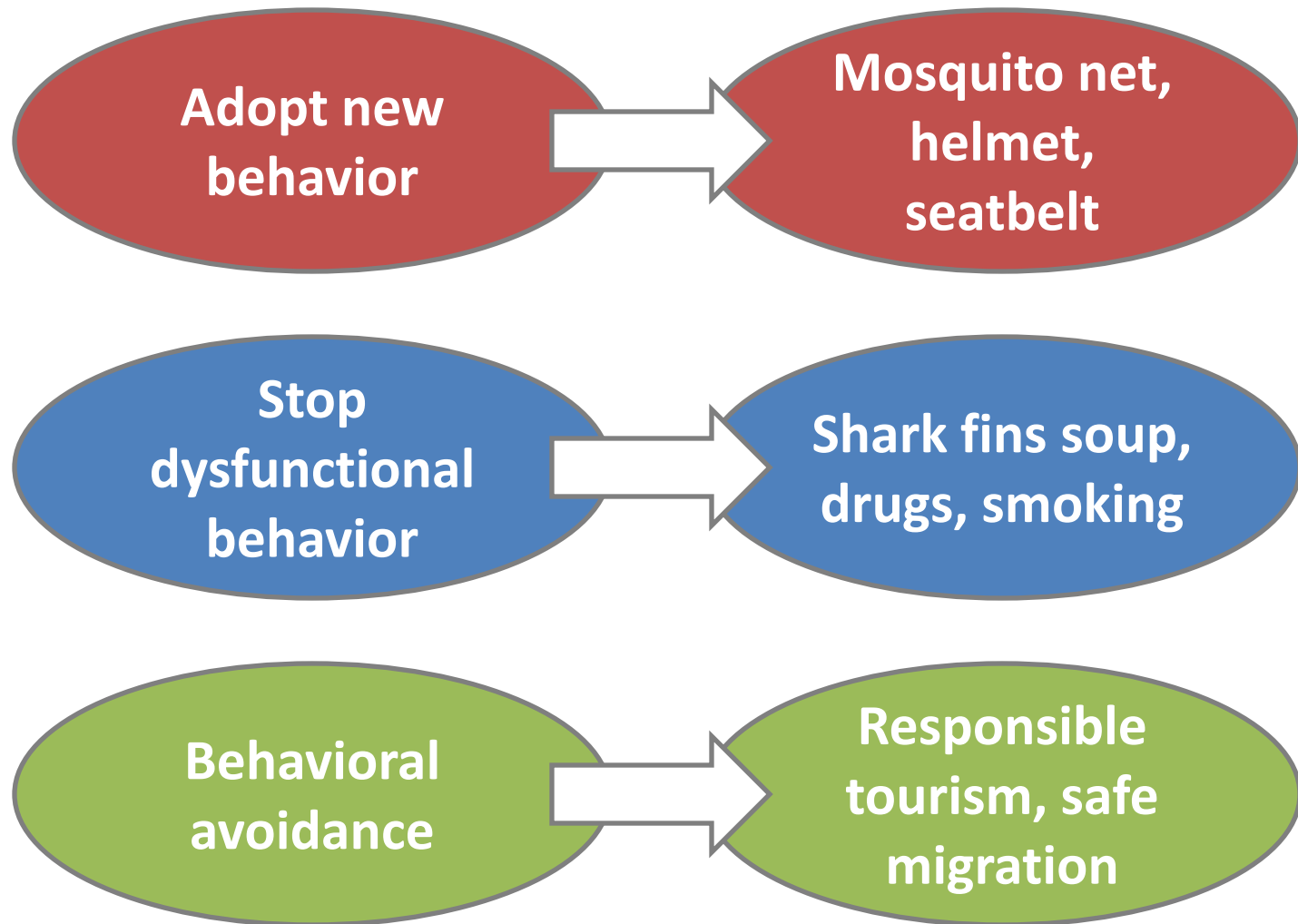
Source: Paulstowe.blogspot.com

Evaluation Exchange

Presented by:

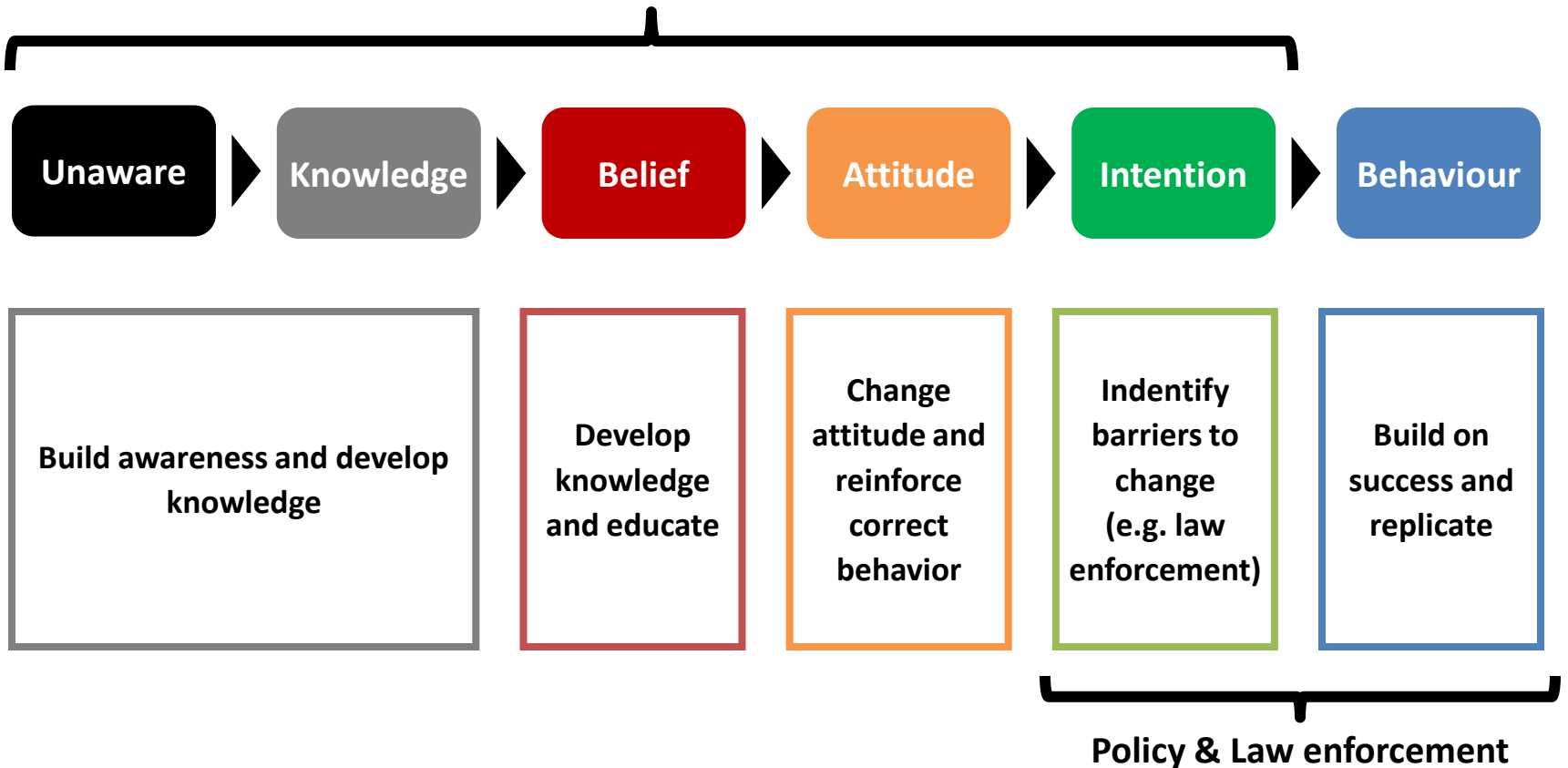
Rapid Asia

Behavior Change Takes Different Forms

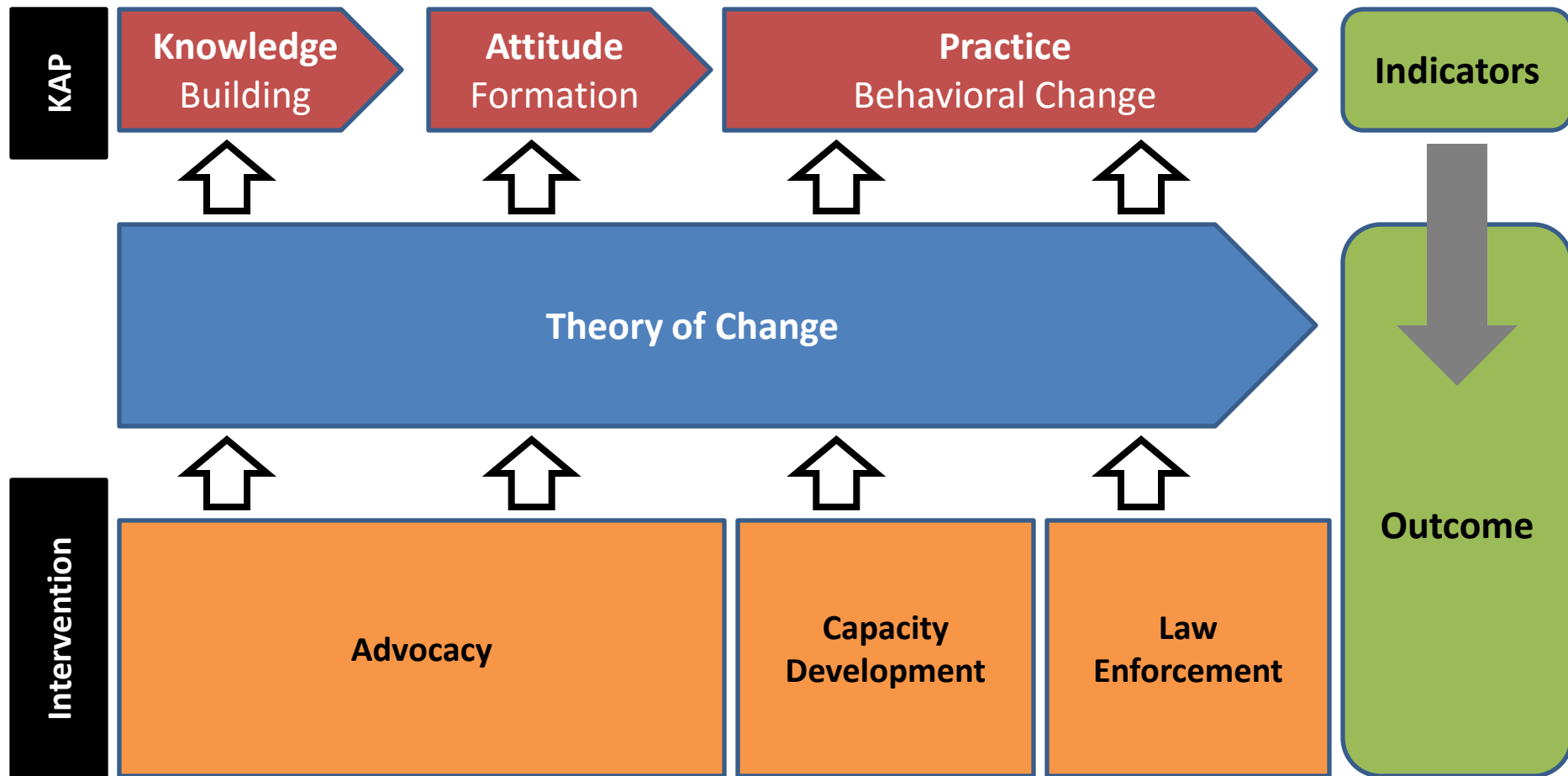


Implication for Program Strategy

Behavior Change Communication



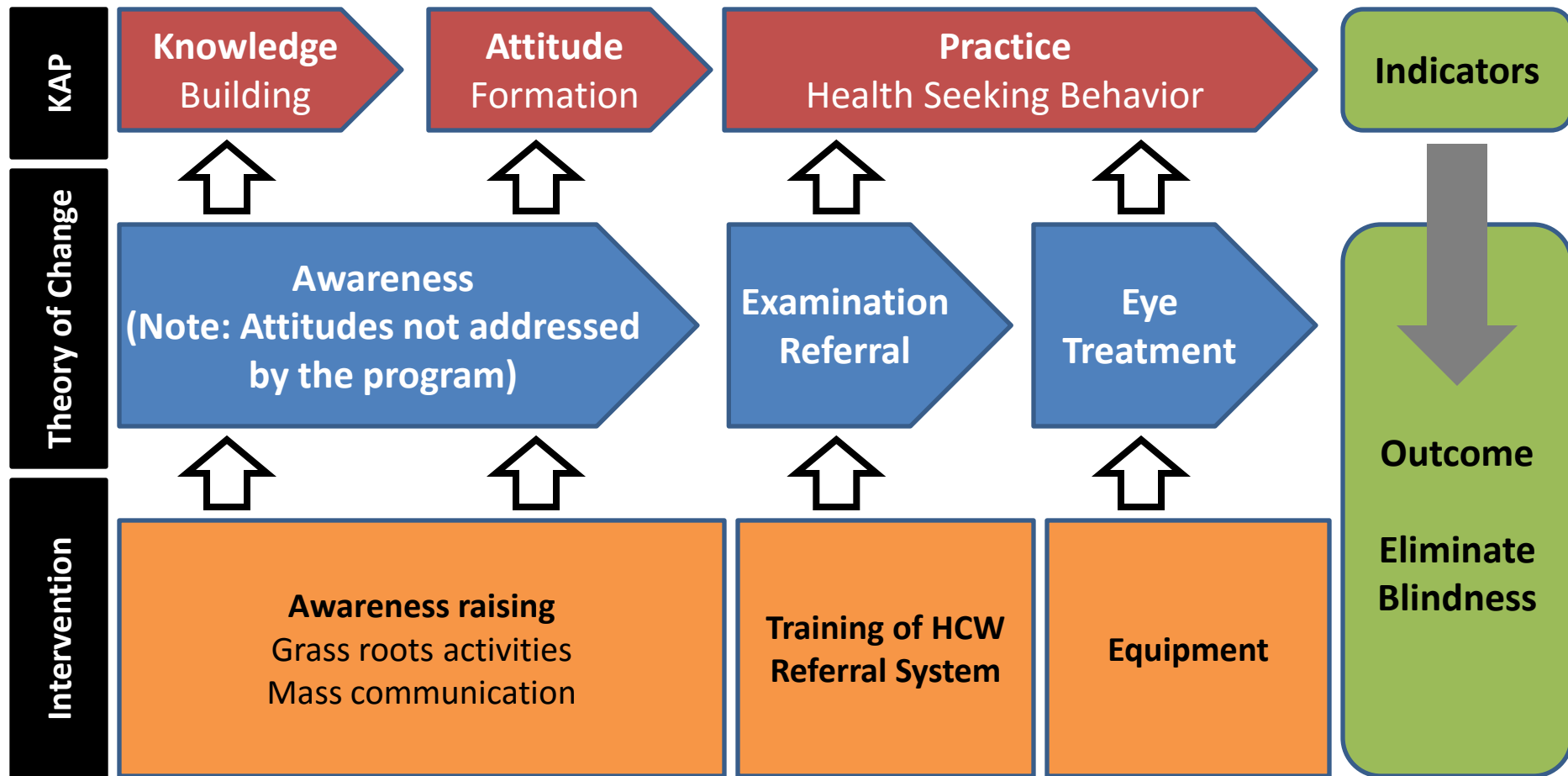
Conceptual Framework for BC



Case Study

Diabetic Retinopathy

Conceptual Framework for BC



Thank you !

Questions Welcome

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