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**Pan American
Health
Organization**



Regional Office of the
World Health Organization

BRINGING HEALTH INFORMATION TO THE GLOBAL MARKETPLACE

The information of greatest interest to readers from all walks of life, throughout the world, is health. The woman and man on the street, the homemaker, the academic, the public servant, the businessperson, the philanthropist ... they all share an interest in individual, family, and community health. They are concerned about personal, social, and natural threats to health. And they want to know about services, behavioral changes, and emerging technologies that can prevent, mitigate, and overcome those threats.

Publishing relevant, validated information on health is one of the primary purposes of the Pan American Health Organization. PAHO develops texts on a gamut of public health topics that are widely sought after by general readers as well as specialists. Major recent titles include our bestsellers on lifestyles and health promotion, women and youth, diseases and the means to prevent them, emergency preparedness and disaster relief, and the importance of investing in health.

This rights catalog presents those titles, with the aim of offering them for reprinting and translation to interested organizations in the international publishing community. We welcome your requests!

Sincerely,

Dr. Judith Navarro

Publisher

Pan American Health Organization

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If your organization would like more information about any of the above works, please contact us at pubrights@paho.org. You may also mail us a letter at **The Pan American Health Organization, Publications Program, 525 23rd Street, NW, Washington DC, 20037**, or send us a fax at **(202) 338-0869**.

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PAHO produces and disseminates reliable information and provides guidance in all matters dealing with public health policy and practice, as a way to fill the current breach between scientific and technical analysis and the conduct of health promotion, disease prevention, and health care activities. Books to be published are carefully selected to fill specific gaps in knowledge, update information, or improve understanding of certain subjects, as well as to provide standards and guidelines regarding problems of public health importance.

The PAHO Publications Program feels it could offer a vital service to its international readership by increasing the number of languages in which its titles are currently available. Our publications have been translated into Farsi, French, Japanese, Korean, Russian, and Vietnamese, among other languages. We welcome publishers, government and academic institutions, and NGOs to become multipliers of the organization's scientific and technical information by making PAHO's intellectual output available in the appropriate languages in some of the world's lesser-developed areas where access to basic and reliable public health information is critical.

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“This PAHO publication will contribute greatly to reverse this disconnect in our approach to health, as it offers concrete ways to help us weave healthy behaviors in our daily conduct as persons, families, and communities. As does every handbook, Building Better Health pursues a practical goal: assuming that one is ready to change (an easy rational decision), the book shows us what we must do to get there (a more difficult emotional transformation). In a field often fraught with frustration, it issues a positive message: it is possible to change behaviors, and we already know how to do it!”

— DR. ALFREDO SOLARI
REGIONAL ADVISOR ON
HEALTH, INTER-AMERICAN
DEVELOPMENT BANK,
FORMER MINISTER OF
HEALTH OF URUGUAY

BUILDING BETTER HEALTH: A HANDBOOK OF BEHAVIORAL CHANGE

This handbook blends tried-and-true disease prevention practices and behavioral science principles into a hands-on manual for health workers, community health promoters, nurses, and family physicians. Many others, such as social workers and teachers, can also see here how to promote health and prevent disease.

The book offers step-by-step instructions for behavioral change techniques that can be used at the society, community, family, and individual levels. The author, Dr. C. David Jenkins, is an internationally known health worker, researcher, and Professor of Preventive Medicine and Community Health, of Epidemiology, and of Psychiatry.

The book is structured into five sections, which detail theoretical and practical aspects of health promotion. Within the handbook's pages you will find an overview of principles of disease prevention and strategies of community health intervention, including practical examples and step-by-step planning. The book also includes an in-depth examination of the causes of morbidity, disability, and premature mortality that most seriously burden broad age groups across the life cycle and a review of the protective and risk factors for each of the leading forms of disability and death. Throughout its chapters, the book recommends simple, hands-on preventive interventions.

Author: C. David Jenkins
Publication date: 2003
Pages: 378
ISBN: 92 75 11590 7
Size: 7" x 10"
Price: US\$60.00 / 45.00 in Latin America and the Caribbean
Rights available: All languages except English and Spanish

HEALTH



"Nobody loves life like an old man"

— SOPHOCLES, C.
496 B.C.- 406 B.C.

This book, prepared by the Pan American Health Organization, presents a collection of quotes across the millennia on the place of health in the course of human events. Published in a unique "mini" format, this book is a journey on the meaning of health from ancient Greece and Rome to Medieval Arabia and Renaissance Europe through the 19th century New England all the way to the 20th and early 21st century. By reading this book you will discover how health has always been the greatest gift to men and women.

Compiled by Judith Navarro

Publication date: 2002

Pages: 312

ISBN: 92 75 12417 5

Size: 1 3/8" x 2"

Price: US\$4.50

Rights available: All languages except English and Spanish



INVESTMENT IN HEALTH: SOCIAL AND ECONOMIC RETURNS

The Pan American Health Organization joined hands with the Inter-American Development Bank and the World Bank, and also worked with the United Nations Development Program and the United Nations Economic Commission for Latin America and the Caribbean, to explore how investing in health can benefit economic growth, household productivity, and poverty alleviation in Latin America and the Caribbean.

This publication collects the final reports of three research projects that examined these issues. The work published here includes cutting-edge research by economists interested in health issues and by health workers who are concerned about the broader implications of good health. These findings will go a long way towards establishing the critical role that health plays in overall human development.

Author: Pan American Health Organization

Publication date: 2001

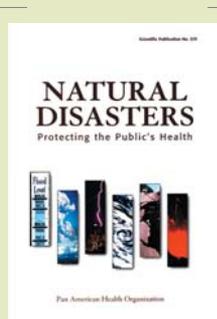
Pages: 284

ISBN: 92 75 11582 6

Size: 8.5" x 11"

Price: US\$32.00 / 24.00 in Latin America and the Caribbean

Rights available: All languages except English and Spanish



“In addition to being a good resource for public health personnel, it also provides good insight into public health issues for other disaster agencies and organizations.”

—THE AUSTRALIAN
JOURNAL OF EMERGENCY
MANAGEMENT

“... very well written, clearly presented, and well documented—an excellent addition to the literature on natural disasters and a must have resource for individuals involved in disaster preparedness. I highly recommend it.”

—DAVID PRICHARD, PhD,
UNIVERSITY OF NEW
ENGLAND, DOODY REVIEWS

NATURAL DISASTERS: PROTECTING THE PUBLIC'S HEALTH

Natural disasters regularly affect populations around the world. These guidelines are an invaluable tool for lessening a disaster's worst ravages on the population's health.

This publication outlines the health sector's role in reducing the impact of disasters, laying out a framework that an administrator can rely on to make effective decisions in managing the health sector's activities to reduce the consequences of disasters. It describes the overall effects of disasters on health, highlighting myths and realities, and summarizes how the health sector must organize itself to cope with disasters. The book emphasizes the multisectoral nature of disaster preparedness and sets forth guidelines for preparing health sector disaster plans, means of coordination, and special technical programs before a disaster hits. The book also includes ground-breaking information on the management of supplies during and after a disaster.

The book is primarily aimed at health sector professionals who participate in disaster preparedness, response, and mitigation. Disaster management has become such an intersectoral enterprise, however, that anyone interested in disaster mitigation will find here a useful primer. Public health students and professors also can rely on this book in formal and informal courses.

Author: Pan American Health Organization

Publication date: 2000

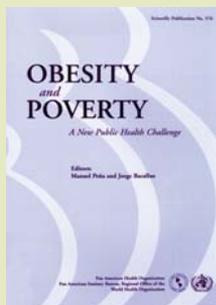
Pages: 130

ISBN: 92 75 11575 3

Size: 7" x 10"

Price: US\$25.00 / 18.00 in Latin America and the Caribbean

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OBESITY AND POVERTY: A NEW PUBLIC HEALTH CHALLENGE

Obesity and Poverty: A New Public Health Challenge is an essential source for understanding the new face of poverty in the Americas. This up-to-date examination of the prevalence of overweight and obesity in the Region's countries looks at these conditions' medium- and long-term harmful consequences and explores their implications for planning public health interventions.

"The editors have assembled an impressive range of authors, whose contributions provide strong motivation for addressing this important public health challenge [...] an invaluable and most welcome publication."

—OBESITY NEWSLETTER,
INTERNATIONAL
ASSOCIATION FOR THE
STUDY OF OBESITY

"... it is an up-to-date examination of the prevalence of overweight and obesity in Latin America and Caribbean countries and in impoverished populations in developed countries."

—THE SUNDAY OBSERVER,
KINGSTON, JAMAICA

The book analyzes how the Region's countries experience the nutritional transition process that is underway worldwide, a process that is tied to the global demographic and epidemiologic transition. In this context, the increase in obesity and overweight observed in the Hemisphere coexists with a risk factor that differs from traditional risk factors seen in developed countries—the persistence or the increase of inequalities and inequities in health.

The Pan American Health Organization offers this publication to the general public and to researchers, students, communicators, and decision-makers responsible for planning and executing activities designed to promote the population's health and well being.

Editors: Manuel Peña and Jorge Bacallao

Publication date: 2000

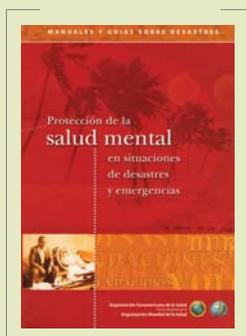
Pages: 124

ISBN: 92 75 11576 1

Size: 7" x 10"

Price: US\$25.00 / 18.00 in Latin America and the Caribbean

Rights available: All languages except English and Spanish



PROTECTING MENTAL HEALTH IN DISASTER AND EMERGENCY SITUATIONS

Traditionally, health programs have paid little attention to the effects on the mental health of affected populations during emergencies. Fortunately, this trend is changing for the better. This guide addresses the increasing interest of governments, NGOs and the international community to give more attention to the impact of disasters and emergencies on mental health.

The subject has been broached carefully to avoid persistent stigmas that still persist—even among health professionals—around mental illnesses and other problems of human conduct. The publication covers not only mental diseases but also a range of problems such as mourning, violence, and substance abuse.

In addition to dealing with natural disasters, the book also covers the effects on mental health of widespread social violence and war, massive population displacements, life in temporary camps and overcrowded and unsanitary conditions in poor urban fringe areas. In many Latin American and Caribbean countries, the response capacity in disaster situations is low.

This publication is meant to serve as a practical planning guide for action during the acute or critical period of an emergency; it does not include the treatment of psychosocial problems that may arise in the medium- and long-term (from the second or third month onward), because it is expected that these can be treated by regular health programs and services. It is directed primarily to community workers, and promotes coordination between the many agencies that work in the field of mental health—often with different objectives.

Author: Pan American Health Organization

Publication date: 2002

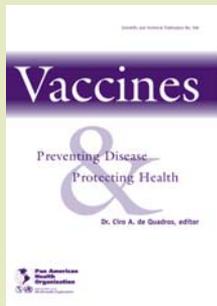
Pages: 103

ISBN: 92 75 32421 2

Size: 7" x 10"

Price: US\$25.00 / 18.00 en países de América Latina y el Caribe

Rights available: All languages except Spanish



“In the papers collected in this book, each written by an expert, one finds pithy summaries of the status of current vaccines and also of new vaccines; both those far advanced in development and those still in an experimental phase. [...] Obtain this book if you wish a compact, modern overview of the science of vaccinology.”

—STANLEY A. PLOTNIK,
MD, MEDICAL AND
SCIENTIFIC ADVISOR,
AVENTIS PASTEUR

VACCINES: PREVENTING DISEASE AND PROTECTING HEALTH

Vaccines: Preventing Disease and Protecting Health celebrates the various ways vaccines have played a role in improving the health of the world’s populations. In early sections, the book relates successful efforts to fight disease with vaccines, including the eradication of polio from the Americas and the potential contribution of new measles vaccine formulations to reducing measles mortality worldwide. It also looks at the challenges posed in using vaccines to cope with emerging and re-emerging diseases, such as HIV/AIDS and bioterrorism.

In subsequent sections, the authors examine innovative efforts underway to test the efficacy of vaccines against diseases such as meningococcal infection in Africa, *Haemophilus influenzae* type b, varicella, and hepatitis A, and look at efforts to develop a new generation of vaccines against cholera and typhoid, shigella, and *Helicobacter pylori*. The book includes sections on the quest for vaccines against tuberculosis, HIV/AIDS, dengue, malaria, and hookworm; the use of vaccines to fight bioterrorism attacks; and regulatory, safety, and public health issues pertaining to vaccines.

The roster of authors reads like a “Who’s Who” in vaccines and public health: Ciro A. de Quadros, Director of International Programs at the Albert B. Sabin Vaccine Institute; D. A. Henderson, of Johns Hopkins Center for Civilian Biodefense Studies; Anthony S. Fauci, Director of the National Institutes of Health’s National Institute of Allergy and Infectious Diseases; and Louis Z. Cooper, Professor of Pediatrics, Columbia University, and Immediate Past President, American Academy of Pediatrics, among others.

This book is an invaluable weapon in the public health armamentarium for policy-makers, academics, public health officers, and scientists working in vaccine development.

Editor: Ciro A. de Quadros

Publication date: 2004

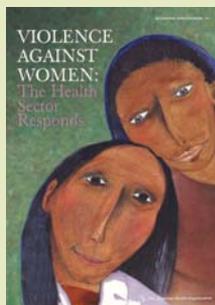
Pages: 412

ISBN: 92 75 11596 6

Size: 7" x 10"

Price: US\$62.00 / 46.00 in Latin America and the Caribbean

Rights available: All languages except English and Spanish



"This incisive book deals with the central American situation. It is well researched and argued and adopts a critical path and systems-based approach. It provides copious quotations from those affected and providers, and indicates sound practice and resources. One can but hope that this excellent compact publication will make the impact it deserves."

—JOURNAL OF THE ROYAL
SOCIETY FOR THE
PROMOTION OF HEALTH

VIOLENCE AGAINST WOMEN: THE HEALTH SECTOR RESPONDS

Millions of women around the globe suffer the effects of physical, sexual, and emotional violence in their own homes every day. Their pain is too often silent and invisible to the rest of the world. Yet as many as one out of every three women are victims of gender-based violence, one of the most widespread human rights and public health problems in the world today.

Violence against Women: The Health Sector Responds is the fruit of nearly a decade of field experiences by PAHO and its partners—at the community, national, and international levels—in 10 Latin American countries. The book's production, a collaborative effort with the Program for Appropriate Technology in Health (PATH), the Centers for Disease Control and Prevention (CDC), and the World Health Organization (WHO), shares the findings of PAHO's early research into the health situation of women, what they revealed about the extent of gender-based violence, and the launching in 1995 of a pilot project in Central America to address this issue. Using an integrated community approach involving the health sector, along with the legal, juridical, educational, religious, and NGO sectors, buttressed by the development of national policies and laws, the PAHO strategy has helped create more than 150 local anti-violence networks throughout Latin America.

The second part of the book highlights the results of the project's recent evaluation and includes numerous insights by health workers, schoolteachers, police and court officials, women's advocates, and other community leaders regarding the effectiveness of the project's approach.

The book's final chapter presents a global perspective on how the lessons learned in Central America and PAHO's integrated strategy may be applied in other communities around the world.

Authors: Marijke Velzeboer, Mary Ellsberg, Carmen Clavel Arcas, Claudia García-Moreno

Publication date: 2003

Pages: 131

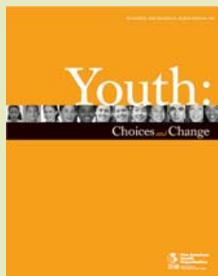
ISBN: 92 75 12292 X

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Price: US\$22.00 / 15.00 in Latin America and the Caribbean

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YOUTH: CHOICES AND CHANGE



Youth: Choices and Change provides a practical guide for all those who live and work with young people on how to create positive, nurturing environments and instill healthy behaviors that will enable tomorrow's adults to meet the open road ahead with a sense of purpose, confidence, and resilience.

This publication by PAHO on adolescent health and positive behavior change greatly enhances the knowledge base on this important public health issue. It presents the first-ever systematic collection and reporting of the application of behavioral change theories and models specifically to adolescents. At the same time, it represents the first attempt to incorporate a developmental perspective in the conceptual analysis of these classical theoretical constructs when applied to the various stages of adolescence.

Cultural, ethnic, and gender differences are also given special consideration, as are the role of poverty and the ability of some adolescents to secure physical and emotional well-being despite circumstances of adversity.

This book additionally breaks new ground in explaining why some health promotion interventions aimed at positive adolescent behavior change produce the desired results, while others fail. The thoroughness of the analysis extends to the diversity of geographical settings cited: from Africa to the United States, Canada to Jamaica, Brazil to the Netherlands, El Salvador to Japan, and India to Mexico, to name only a few.

The experiences of the global research community presented here will undoubtedly find fertile ground among a variety of publics, including local health promoters, designers of community health promotion programs, health professionals, the academic and research community, ministries of public health and of youth affairs, those who study and those who create mass media trends, parents and teachers, school counselors, and all others who play a significant role in adolescents' lives.

Authors: Cecilia Breinbauer and Matilde Maddaleno

Publication date: 2004

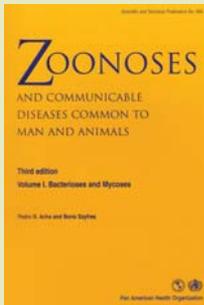
Pages: 350

ISBN: 92 75 11594 X

Size: 8.5" x 11"

Price: US\$38.00 / 26.00 in Latin America and the Caribbean

Rights available: All languages except English and Spanish



“This third edition is a phenomenal reference textbook. It is a remarkable compilation of information, equally useful to veterinarians and physicians around the world. [...] This is a reference that belongs on the shelf of every veterinarian and physician. It will serve students and practitioners for years to come.”

—JOURNAL OF THE
AMERICAN VETERINARY
MEDICAL ASSOCIATION
(JAVMA)

ZOOZOSES AND COMMUNICABLE DISEASES COMMON TO MAN AND ANIMALS, 3RD EDITION

In recent years, zoonoses and communicable diseases common to man and animals have gained increasing attention worldwide. Human diseases that have their origins in infected animals, such as AIDS or Creutzfeldt-Jakob, have highlighted the need for a better understanding of animal diseases. The ease and speed of modern travel facilitates the spread of diseases once confined to specific geographic areas, as recently occurred with the widely publicized severe acute respiratory syndrome (SARS) epidemic. This example highlights the need for accurate, up-to-date information, such as the one presented in this highly consulted reference publication.

This edition, published for the first time in three volumes, covers bacterioses, mycoses, chlamydioses, rickettsioses, viroses, and parasitoses.

The chapters provide key information on each disease, such as etiology; geographic distribution; symptoms and occurrence in man and animals; source of infection and mode of transmission; role of animals in its epidemiology; diagnostic techniques; and prevention and control measures.

This book is an essential tool for biologists, parasitologists, virologists, veterinarians, physicians, epidemiologists, and workers in public health and animal health institutions, as well as professors, and students in these areas.

Authors: Pedro N. Acha and Boris Szyfres

Publication date: 2003

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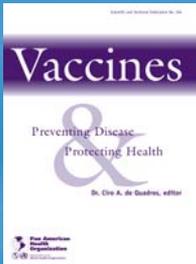
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