

Week 3: Website Links

Population Media Center (PMC) strives to improve the health and well being of people around the world through the use of entertainment-education strategies, like serialized dramas on radio and television, in which characters evolve into role models for the audience for positive behavior change. Our mission is to collaborate with the mass media and other organizations worldwide to (1) bring about stabilization of human population numbers at a level that can be sustained by the world's natural resources and to (2) lessen the harmful impact of humanity on the earth's environment. The emphasis of the organization's work is to educate people about the benefits of small families, encourage the use of effective family planning methods, elevate women's status and promote gender equity. www.populationmedia.org

UNFPA News Feature: Serial Melodrama: From Selling Soap to Social Change (March 27, 2006) highlighting 'entertainment-education' projects supported by UNFPA and PMC, an organization that works to effect positive social change through broadcast media around the world. <http://www.unfpa.org/news/news.cfm?ID=761&Language=1>

Stanford University psychologist **Albert Bandura**, father of the social cognitive theory and concept of self-efficacy. <http://www.des.emory.edu/mfp/Bandura/>.

Universal Declaration on Human Rights: <http://www.hrweb.org/legal/udhr.html>