

Neill McKee's Articles

- ***Social and Behavior Change Communication***, Chpt. 17 of *The Handbook of Communication and Social Change*, Wiley Blackwell, Malden, USA, 2014. Co-author with Antje Becker Benton and Emily Bockh.
- ***Visualisation in Participatory Programmes (VIPP): Taking stock of its diffusion and impact.*** *Journal of Communication for Development and Social Change - A Global Journal*, Vol. 2, No. 4, 2008. Hampton Press. Creskill, N.J. 2009. Co-author with Nuzhat Shahzadi, Hermann Tillmann, and Maria Angelica Salas. Also, key paper at the World Congress on Communication for Development (WCCD), Rome, October 2006.
- ***Advancing Sex Education in a Fractured World: Towards a Social-Ecological Approach:*** *The Brown Journal of World Affairs*, Volume XIV, Issue II, Spring/Summer 2008. Author.
- ***Meena Communication Initiative Takes on New Challenges: Psychosocial care in tsunami and tidal wave aftermath.*** *Journal of Communication for Development and Social Change, A Global Journal*, Hampton Press. US, Vol 2, No. 2, 2008, pp. 70-93. Co-author with Nuzhat Shahzadi. Download at:
- ***Involving People, Evolving Behaviour: The UNICEF Experience.*** In *Approaches to Communication for Development and Social Change*, Editor: Jan Servaes, New Delhi: Sage, 2007. Co-author with Erma Manoncourt, Chin Saik Yoon and Rachel Carnegie.
- ***"Know Yourself" Program: Taking Adolescent Reproductive Health to Scale in Bangladesh:*** Key paper at the World Congress on Communication for Development (WCCD), Rome, October 2006. Co-author with Mohammed Shahjahan, Caroline Jacoby and Marc Boulay.
- ***Meena and Sara: Two Characters in Search of a Brighter Future for Girls***, Animation World Network, 1996. Co-author with Christian Clark.
- ***The Animated Film in Development Communication***, *Drawing Insight: Communicating Development through Animation*. Southbound, Penang, 1996. Co-author with George McBean.
- ***Contraceptive use in Russia: Trends and Constraints***, In *Choices: Sexual and Reproductive Health and Rights in Europe*, IPPF European Network, Brussels, 2005. Co-author with Elena Dmitrieva.
- ***Russian Health Providers' Perspective on HIV/AIDS***, In *Choices: Sexual and Reproductive Health Rights in Europe*, IPPF European Network, 2004. Co-author with Elena Dmitrieva.
- ***Sara: A Role Model for African Girls Facing HIV/AIDS***, In A. Singhal and W.S. Howard (eds.) *The Children of Africa Confront AIDS: From Vulnerability to Possibility*, Ohio University Press, Athens, 2004. Chief author with Mira Aghi, Rachel Carnegie and Nuzhat Shahzadi.
- ***Cartoons and Comic Books for Changing Social Norms: Meena, the South Asian Girl***, In Singhal, A., Cody, M.J., Rogers, E.M., and Sabido, M. (eds.), Chapter 18 of *Entertainment-Education and Social Change: History, Research, and Practice* pp. 331-349. NJ: Lawrence Erlbaum Associates, 2004. Lead author with Mira Aghi, Rachel Carnegie and Nuzhat Shahzadi.

- ***Beyond Social Marketing***: Towards a Community-Based Learning Model. In S.A. White, K.S. Nair, and J. Ascroft (eds.) *Participatory Communication: Working for Change and Development*, (pp. 194-228), Sage Publications, New Delhi, 1994. Author.
- ***Social Mobilization for EPI in Bangladesh***, in *Near Miracle in Bangladesh*, Dhaka, University Press, Dhaka, 1991. Author.