

# Evaluating Health Promotion Programs

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Health Promotion Goes to Work James F. McKenzie Carl I. Fertman James F. McKenzie Carl I. Fertman Bernard Healey Society for Public Health Education (SOPHE) Marshall W. Kreuter David J. Anspaugh L. Kay Bartholomew Eldredge Carl I. Fertman Bonni C. Hodges L. Kay Bartholomew Eldredge Anastasia M. Snelling James F. McKenzie Cathy Stauffer Kimble James Johnson DIANE Publishing Company Donald J. Breckon Mark B. Dignan

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Planning, Implementing and Evaluating Health Promotion Programs eighth edition provides students with a comprehensive overview of the practical and theoretical skills needed to plan, implement, and evaluate health promotion programs in a variety of settings. The eighth edition incorporates a straightforward step-by-step format to make concepts clear and the full process of health promotion planning understandable. This edition features updated information throughout, including the most current responsibilities, competencies, and subcompetencies. NCHEC, SOPHE, 2020, The Code of Ethics for the Health Education Profession, CNHEO, 2020, A Report of the Joint Committee on Health Education and Promotion Terminology, and a new set of goals and objectives for the nation. Healthy People 2030 responsibilities and competencies boxes. Readers will find useful boxes that contain the responsibilities and competencies for health education specialists that are applicable to the content of the chapter and are based on the latest data in the field. Review questions, the

questions at the end of each chapter reinforce the objectives and key terms presented in each chapter and allow readers to test their mastery of chapter content activities each chapter includes several activities that allow students to use their new knowledge and skills the activities are presented in several formats and often build on activities found in earlier chapters includes navigate every new print copy includes 365 day access to navigate advantage which provides an interactive ebook flashcards web links slides in powerpoint format and more written for undergraduate courses in health education promotion and planning a valuable resource to guide students as they prepare to take either the certified health education specialist ches or master certified health education specialist mches exam 2023 480 pages

an incisive up to date and comprehensive treatment of effective health promotion programs in the newly revised third edition of health promotion programs from theory to practice health and behavior experts drs carl i fertman and melissa grim deliver a robust exploration of the history and rapid evolution of health promotion programs over the last three decades the authors describe knowledge advances in health and behavior that have impacted the planning support and implementation of health promotion programs with thoroughly updated content statistics data figures and tables the book discusses new resources programs and initiatives begun since the publication of the second edition in 2016 key terms and for practice and discussion questions have been revised and the authors promote the use of health theory by providing the reader with suggestions models boxes and templates a renewed focus on health equity and social justice permeates much of the book and two significant health promotion and education events the hespa ll study and healthy people 2030 are discussed at length readers will also find a thorough introduction to health promotion programs including the historical context of health promotion settings and stakeholders for health promotion programs advisory boards and technology disruption and opportunities for health promotion comprehensive explorations of health equity and social justice including dicussions of vulnerable and underserved population groups racial and ethnic disparities in health and minority group engagement practical discussions of theory in health promotion programs including foundational theories and health promotion program planning models in depth examinations of health promotion program planning including needs assessments and program support perfect for undergraduate and graduate students studying public health health administration nursing and medical research health promotion programs from theory to practice is also ideal for medical students seeking a one stop resource on foundational concepts and cutting edge developments in health promotion programs

this book is written for students who are enrolled in their first professional course in health promotion program planning it is designed to help them understand and develop the skills necessary to carry out program planning regardless of the setting this book is unique among the health promotion planning textbooks on the market in that it provides readers with both theoretical and practical information

comprehensive coverage real world issues and a focus on the practical aspects of health promotion health promotion programs combines theory and practice to deliver a comprehensive introduction to the planning implementation and evaluation of health promotion programs presenting an overview of best practices from schools health care organizations workplaces and communities this book offers clear practical guidance with an emphasis on hands on learning this new second edition has been updated to include discussion on today s important issues including health equity the affordable care act big data e health funding legislation financing and more new coverage includes programs for underserved priority populations at a geographically diverse variety of sites and new practice and discussion questions promote engagement on highly relevant topics public

health is a critical aspect of any society and health promotion programs play an important role this book provides clear instruction practical guidance and multiple avenues to deeper investigation plan health promotion programs from the basis of health theory gain in depth insight on new issues and challenges in the field apply what you're learning with hands on activities access digital learning aids and helpful templates models and suggestions designed to promote engagement and emphasize action this book stresses the importance of doing as a vital part of learning yet each step of the process is directly traceable to health theory which provides a firm foundation to support a robust health promotion program health promotion programs is the essential introductory text for practical real world understanding

### health behavior education promotion

health promotion programs introduces the theory of health promotion and presents an overview of current best practices from a wide variety of settings that include schools health care organizations workplace and community the 43 contributors to health promotion programs focus on students and professionals interested in planning implementing and evaluating programs that promote health equity in addition to the focus on best practices each chapter contains information on identifying health promotion programs eliminating health disparities defining and applying health promotion theories and models assessing the needs of program participants creating and supporting evidence based programs implementing health promotion programs tools program staff and budgets advocacy communicating health information effectively developing and increasing program funding evaluating improving and sustaining health promotion programs health promotion challenges and opportunities health promotion resources and career links the authors have clearly connected the dots among planning theory evaluation health disparity and advocacy and have created a user friendly toolbox for health promotion empowerment ronald l braithwaite phd professor morehouse school of medicine departments of community health and preventive medicine family medicine and psychiatry the most comprehensive program planning text to date this book examines all facets of planning and implementation across four key work environments where health educators function mal goldsmith phd ches professor and coordinator of health education southern illinois university edwardsville health promotion programs explores the thinking of some of our field's leaders and confirms its well deserved place in the field and in our personal collections susan m radius phd ches professor and program director health science department towson university

### health behavior education promotion

examining the philosophy rationale and guidelines for developing health promotion programmes this text explores inception through to programme evaluation for corporate and community sectors administration issues such as staffing budgeting goal setting and legal issues are also examined

this thoroughly revised and updated third edition of planning health promotion programs provides a powerful practical resource for the planning and development of health education and health promotion programs at the heart of the book is a streamlined presentation of intervention mapping a useful tool for the planning and development of effective programs the steps and tasks of intervention mapping offer a framework for making and documenting decisions for influencing change in behavior and environmental conditions to promote health and to prevent or improve a health problem planning health promotion programs gives health education and promotion professionals and researchers information

on the latest advances in the field updated examples and explanations and new illustrative case studies in addition the book has been redesigned to be more teachable practical and practitioner friendly

shine a spotlight on the benefits of promoting health in the workplace workplace health promotion programs focuses on the incredible value that employee health programs can offer by exploring six key topics behavioral health physical health healthy environments health education nutritional health and physical activity this in depth resource explicitly establishes what successful workplace health promotion programs services and collaborations are and then builds upon this foundational understanding by introducing methods and tools for promoting employee health and safety while emphasizing the skills students need to do so through this resource students will come to understand how to recognize employee health and safety opportunities and how to think on a larger scale when it comes to workplace health initiatives in small midsized and larger employers that are comprehensive and fiscally sound workplace health promotion programs have the potential to both improve the health of the population as a whole and control healthcare spending in the process health problems are estimated to cost employers in the united states over 200 billion per year through medical costs absenteeism disability and overall reduced productivity improving well being through effective workplace health promotion programs can reduce this cost and create healthier happier workforces discover the design implementation and evaluation of workplace health promotion programs that address the range of employee health needs and concerns understand how evidence based programs can positively impact business and reduce health care cost explore the larger scale implications of successful workplace health programs including health policies health insurance design worker safety employee behavior etc learn how together employers and employees work to create a culture of health and well being to support and promote employee health and safety review the ways in which successful workplace health promotion programs can prove financially beneficial workplace health promotion programs is a resource that guides students and professionals alike in the discovery development and execution of successful employee health initiatives

needs assessment the big picture paint a picture of your target population

the intervention mapping bible updated with new theory trends and cases planning health promotion programs is the bible of the field guiding students and practitioners through the planning process from a highly practical perspective using an original framework called intervention mapping this book presents a series of steps tasks and processes that help you develop effective health promotion and education programs using a variety of approaches as no single model can accurately predict all health behavior or environmental changes this book shows you how to choose useful theories and integrate constructs from multiple theories to describe health problems and develop appropriate promotion and education solutions this new fourth edition has been streamlined for efficiency with information on the latest theories and trends in public health including competency based training and inter professional education new examples and case studies show you these concepts in action and the companion website provides lecture slides additional case studies and a test bank to bring this book directly into the classroom health education and health promotion is a central function of many public health roles and new models theories and planning approaches are always emerging this book guides you through the planning process using the latest developments in the field and a practical approach that serves across discipline boundaries merge multiple theories into a single health education solution learn the methods and processes of intervention planning gain a practical understanding of multiple planning approaches get up to date on the latest theories trends and developments in the field both academic and practice settings need a realistic

planning handbook based on system not prescription planning health promotion programs is the essential guide to the process equipping you with the knowledge and skills to develop solutions without a one size fits all approach

an in depth look at the theoretical foundations and practical applications of health promotion introduction to health promotion gives students a working knowledge of health promotion concepts and their applications with a special emphasis on the philosophical and theoretical foundations of health promotion this new edition underscores the growing need highlighted by the covid 19 pandemic for activities programs and policies to improve the quality of health for all spearheaded by leading public health professor and registered dietitian dr anastasia snelling this respected textbook addresses health disparities in disadvantaged communities and describes the features of the community driven programs that will be necessary to address them unlike other books in the field introduction to health promotion delves into the complex interwoven factors that influence health including social and physical environments medical advances personal lifestyle choices and legislation this in depth examination prepares and inspires health promotion students as they prepare for their careers provides a clear introduction to the essential topics and theories in health promotion reviews the cultural and political landscape surrounding key health behaviors including tobacco use physical activity and eating explores current trends in health promotion including telehealth health disparities new technologies and the aging population describes contemporary health promotion initiatives and provides an overview of health promotion settings and career opportunities ideal for students in health promotion health education and public health fields introduction to health promotion prepares learners with a comprehensive overview of the foundations history and current perspectives of health promotion as well as its key methods and applications instructors will appreciate the online supplementary materials facilitating course design

this work provides background and application information needed to plan implement and evaluate health promotion programmes in a variety of settings programmes in the areas of community health medical care and worksites are examined in detail and presents in an accessible format

written to provide hospitals with current information about what hospitals across the country are doing to preserve and improve the health of their rapidly growing older adult communities discusses the relationship between hospitals and older adults market assessment goal setting program planning learning process and environment organizational placement staffing and training finances promotion of the program and evaluation appendices contain information on resource organizations packaged health promotion programs program planning resources and national certification programs for exercise instructors

the number and complexity of health promotion programs continues to grow as professionals the public and policymakers embrace prevention and health education as essential elements of the nation's well being additionally the scope of health promotion programs is increasing as globalization and shifting demographics i e aging immigration expand the range of activities and initiatives underway unfortunately while the need is great and growing the requisite skills for managing these programs continue to have a mixed review managing health education and promotion programs second edition specifically addresses management and leadership in health promotion programs this book serves as a core text for students of public and community health both at the graduate and undergraduate levels

provides a core representation among public and private organizations of outstanding examples of programs that have been successful in improving health and reducing risk of premature disease and disability among employees dependents and retirees

this text introduces students to the issues involved in managing health promotion services in a variety of settings voluntary health agencies health departments school systems correctional systems corporate wellness programs hospitals hmos and nonprofit agencies filled with case studies and practical exercises this text is an excellent tool covering management aspects of careers in health promotion

the definitive work on occupational therapy for physical dysfunction is back in a fifth edition with reputable co editors and outstanding clinical academic and consumer contributors through the occupational functioning model this edition continues to emphasize the conceptual foundation of practice the text provides a current and well rounded view of the field from theoretical rationale to evaluation treatment and follow up new to this edition cutting edge therapies and up to date research findings international classification of functioning disability and health icidh 2 language and concepts assessment and intervention directed toward context a two colour design and abundant learning aids including case examples and procedures for practice

provides a core representation among public and private organizations of outstanding examples of programs that have been successful in improving health and reducing risk of premature disease and disability among employees dependents and retirees

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