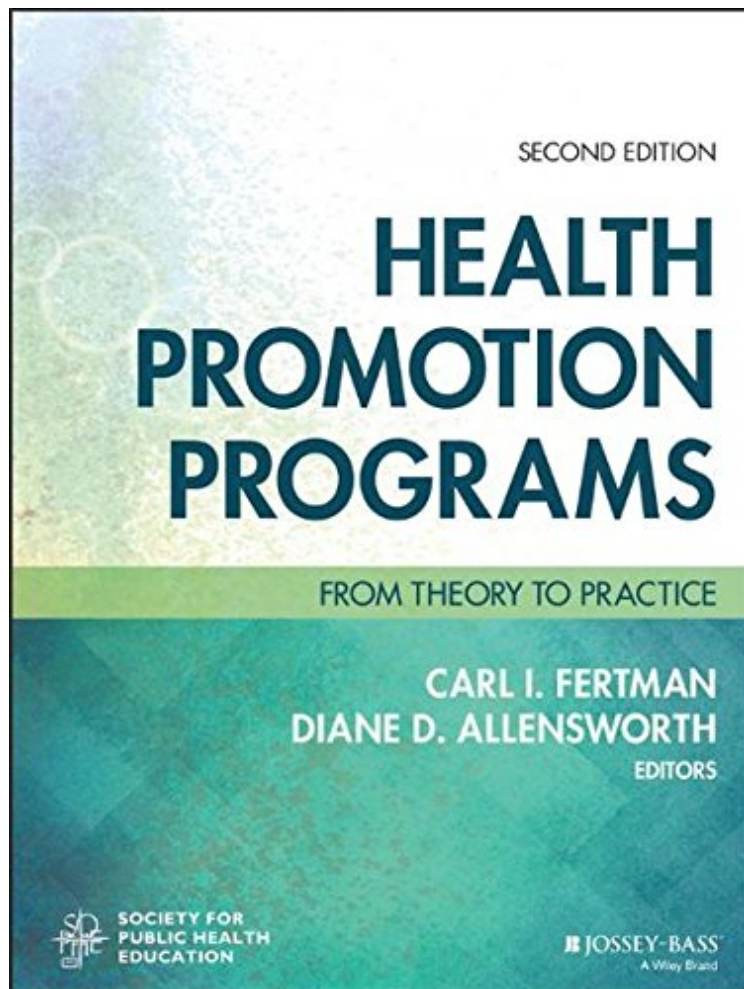


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Health Promotion Programs: From Theory to Practice (Jossey-Bass Public Health)

Carl I. Fertman, Diane D. Allensworth, Society for Public Health Education (SOPHE)
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Carl I. Fertman, Diane D. Allensworth, Society for Public Health Education (SOPHE) : Health Promotion Programs: From Theory to Practice (Jossey-Bass Public Health) before purchasing it in order to gage whether or not it would be worth my time, and all praised Health Promotion Programs: From Theory to Practice (Jossey-Bass Public Health):

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.

About the Author CARL I. FERTMAN, PHD, MCHES, is an Associate Professor in Health and Physical Activity and the Executive Director of the Maximizing Adolescent Potentials (MAPS) Program at the University of Pittsburgh School of Education. DIANE D. ALLENSWORTH, PHD, is Professor Emeritus at the Kent State University College of Education. SOCIETY FOR PUBLIC HEALTH EDUCATION (SOPHE) is the leading international professional association for health education professionals, faculty, and students. Founded in 1950, SOPHE is the only independent professional organization devoted exclusively to health education and health promotion in all settings.