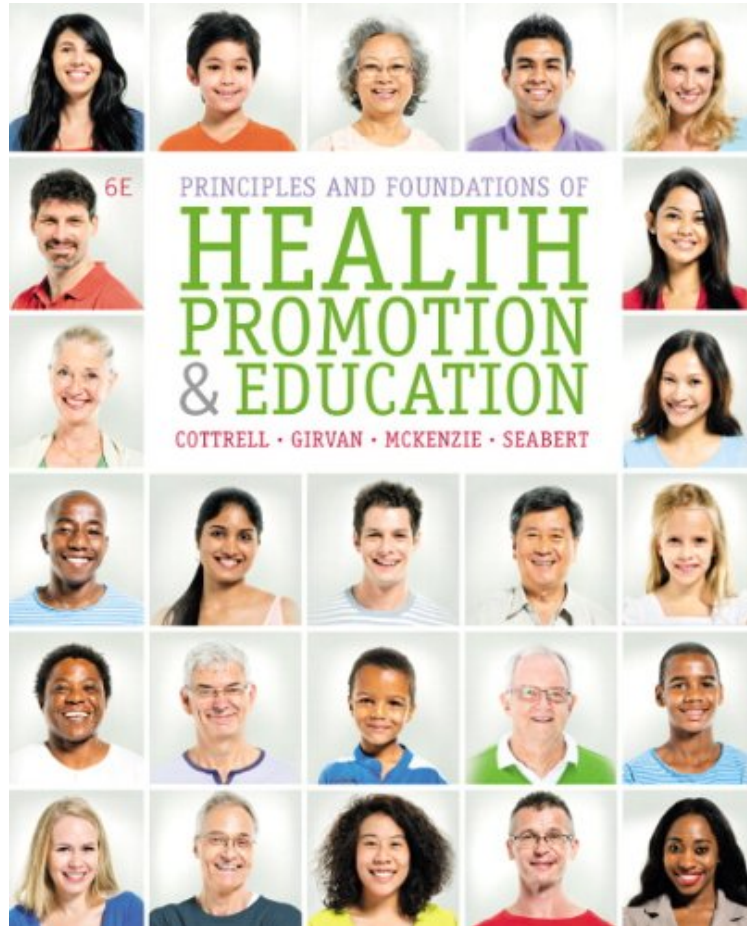


Principles and Foundations of Health Promotion and Education (6th Edition)

Randall R. Cottrell, James T. Girvan, James F. McKenzie
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For courses in Health Education/Promotion/Planning (Health Kinesiology) A solid foundation in the issues of health education and promotion, and a solid connection to the research, resources, and people involved Principles and Foundations of Health Promotion and Education has what it takes to connect to research, resources, and practitioners in health education/promotion, while gaining a solid foundation in the history, philosophy, theory, and ethics of health education. Considered to be the best overall introduction to the growing profession of health education/promotion, it covers the roles and responsibilities of health education specialists, the settings where they are employed, and the ethics of the profession. In addition to presenting the history of health, health care, and health education/promotion, the book gives you a glimpse at what the future may hold for health education specialists. Extensively updated to include the most current thinking and practices in the field, this new Sixth Edition includes discussions of recent health reform developments, the responsibilities and competencies of health education specialists, non-traditional health jobs, whats in store for the future of health education jobs, the use of the social media in health promotion, and much more. The best overall introduction to the growing profession of health education/promotion: Get a solid foundation in the background, history, philosophy, theory, and ethics of health promotion and education. A look at the profession from the people doing the job: Coverage of the roles and responsibilities of health educators, plus personal accounts of health education professionals tell the story. NEW! Extensive updates including the most current thinking and practices in the field. Outstanding pedagogical aids: Receive invaluable help for ensuring comprehension, including review questions, case studies, critical thinking questions, activities, and weblinks, in each chapter. Package consists of: 0321927141 / 9780321927149 Principles and Foundations of Health Promotion and Education, 6/e

About the Author Randall R. Cottrell is professor and program coordinator in the Public Health Studies program at the University of North Carolina Wilmington. He is also an Emeritus Professor at the University of Cincinnati. Dr. Cottrell has served as President of the American Association for Health Education and served on the Board of the Society for Public Health Education. He is currently on the Board of the Foundation for the Advancement of Health Education. In 2011, Dr. Cottrell was named a Fulbright Scholar and spent six months teaching and conducting research at Zhejiang University in China. He has authored several books, many with co-author James McKenzie. James T. Girvan is an emeritus professor and former dean in the College of Health Sciences at Boise State University. James F. McKenzie is a Professor at Penn State Hershey and a Professor Emeritus at Ball State University, and is a Master Certified Health Education Specialist (MCHES). He is also Fellow of the American Association for Health Education and a Distinguished Fellow of the Society for Public Health Education. Denise Seabert, PhD, has been preparing health teachers and providing in-service trainings for teachers and other school personnel for nearly 20 years. Currently she is chairperson/professor and the coordinator of the school health program in the Department of Physiology Health Science at Ball State University in Muncie, IN. Dr. Seabert is a member of the CDC's Training Tools for Healthy Schools: Promoting Health and Academic Success national training cadre and has served the profession as a member of NCHES's Division Board for Certified Health Education Specialists, past Associate Editor Teaching Techniques for the Journal of School Health, and the American School Health Association Board of Directors. She received her BAEd in School Health Education from Western Washington University, MS in School and College Health from Indiana University, and PhD in Health Behavior with a minor in Curriculum from the University of Florida. She is a new contributor for this edition.