



Planning Health Promotion Programs: An Intervention Mapping Approach (Jossey-Bass Public Health)

L. Kay Bartholomew Eldredge, Christine M. Markham, Robert A. C. Ruiter, Maria E. Fernández, Gerjo Kok, Guy S. Parcel

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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.

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