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Health Promotion Practice (Understanding Public Health)

Wendy Macdowall, Chris Bonnell, Maggie Davies

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This book considers the key steps in the practical application of health promotion. It starts by showing how it is first necessary to determine the needs of a population and to review the scientific evidence to justify intervening. The wide range of approaches available are considered, including:

- Motivational interviewing
- Theatre
- Mass media
- Social marketing
- Community development
- Public policy

Finally, it discusses how to plan health promotion programmes, how to evaluate them and how to expand their impact by scaling-up the activities to larger populations.

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