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

Carl I. Fertman, Diane D. Allensworth

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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.

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