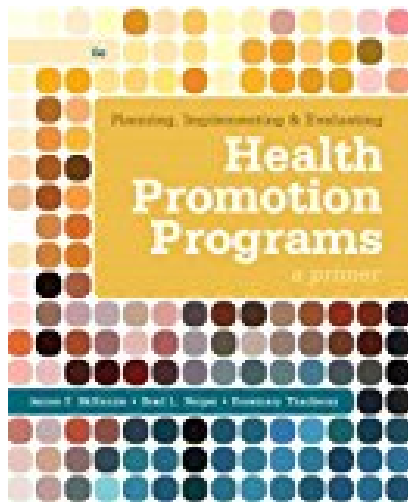


Planning Implementing & Evaluating Health Promotion Programs A Primer 6th Edition



BOOK DETAILS

- Author : James F. McKenzie
- Pages : 512 Pages
- Publisher : Pearson
- Language : English
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BOOK SYNOPSIS

Planning, Implementing, and Evaluating Health Promotion Programs: A Primer provides you with a comprehensive overview of the practical and theoretical skills needed to plan, implement, and evaluate health promotion programs in a variety of settings. The Sixth Edition features updated information throughout, significantly re-worked Chapters 2 (Starting the Planning Process) and 3 (Models for Program Planning in Health Promotion) for a more streamlined presentation, a more robust supplements package, and more information on program management and administration. It has been thoroughly reviewed by both practitioners and professors to reflect the latest trends in the field. "[Planning, Implementing, and Evaluating Health Promotion Programs: A Primer] provides a very clear and concise explanation on how to develop a Health Promotion Program. The book provides excellent examples and activities for application of Program Planning as well as ties in each step so the final process makes sense. I also like that the book prepares and encourages students to take the CHES exam as well as gives them the tools they need to be successful." -- Aimee Richardson, Adjunct Faculty, American University, Washington, DC

PLANNING IMPLEMENTING & EVALUATING HEALTH PROMOTION PROGRAMS A PRIMER 6TH EDITION

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