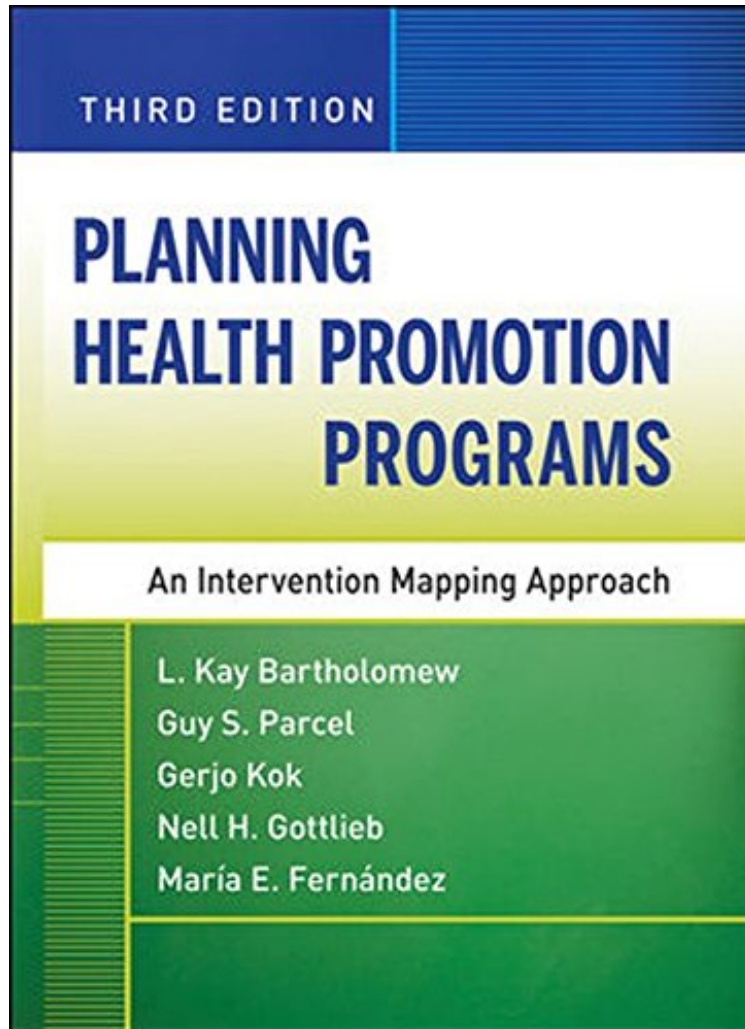


Planning Health Promotion Programs: An Intervention Mapping Approach

L. Kay Bartholomew Eldredge, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb, Maria E. Fernández
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L. Kay Bartholomew Eldredge, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb, Maria E. Fernández : Planning Health Promotion Programs: An Intervention Mapping Approach before purchasing it in order to gage whether or not it would be worth my time, and all praised Planning Health Promotion Programs: An Intervention Mapping Approach:

2 of 2 people found the following review helpful. This is actually a really great text bookBy Kevin JeffersonThis is actually a really great text book. Yes it is detailed, sometimes too much so, but the process of intervention mapping is unparalleled and neglected within public health. This text breaks it down and leaves few unanswered questions about

the process. If you are new to public health or new to thinking from a community perspective this book may be too advanced. You should have a basic understanding and appreciation for community based participatory research. While intervention mapping is not CBPR, you will do well in the process to have patience, dedication to building genuine partnerships and soliciting input from all stakeholders, and cultural humility. To benefit from this book you absolutely need prior exposure to a number of theories, and a strong enough base of understanding to be able to integrate new theories into your toolkit. If your understanding of health theory is limited to individual level behavior change, and you are unfamiliar with a social ecological framework, you need to expand your knowledge of theory before reading this book. The book does provide a helpful breakdown of theories at different social ecological levels, but you still need a background in thinking beyond an individual level to appreciate it. Another benefit of the book is that it provides helpful tables of parameters for use for theoretical methods from familiar and novel theories. Most public health theory classes don't explain what theoretical methods are (they are NOT the constructs in the diagrammed models of theories), and most public health theory classes do not prepare you to actually apply theory to building public health programs: this book does. 1 of 1 people found the following review helpful. Terrific resource. Get the hard copy! By T. Walker Fantastic text and amazing resource. The tables that link interventions with theories are incredibly well constructed and useful. Great text! You will probably want the hard copy so you can have it to flip through beside you while writing. 0 of 0 people found the following review helpful. In very good condition By marwah hassounah It was as described . In very good condition

This thoroughly revised and updated third edition of *Planning Health Promotion Programs* provides a powerful, practical resource for the planning and development of health education and health promotion programs. At the heart of the book is a streamlined presentation of Intervention Mapping, a useful tool for the planning and development of effective programs. The steps and tasks of Intervention Mapping offer a framework for making and documenting decisions for influencing change in behavior and environmental conditions to promote health and to prevent or improve a health problem. *Planning Health Promotion Programs* gives health education and promotion professionals and researchers information on the latest advances in the field, updated examples and explanations, and new illustrative case studies. In addition, the book has been redesigned to be more teachable, practical, and practitioner-friendly.