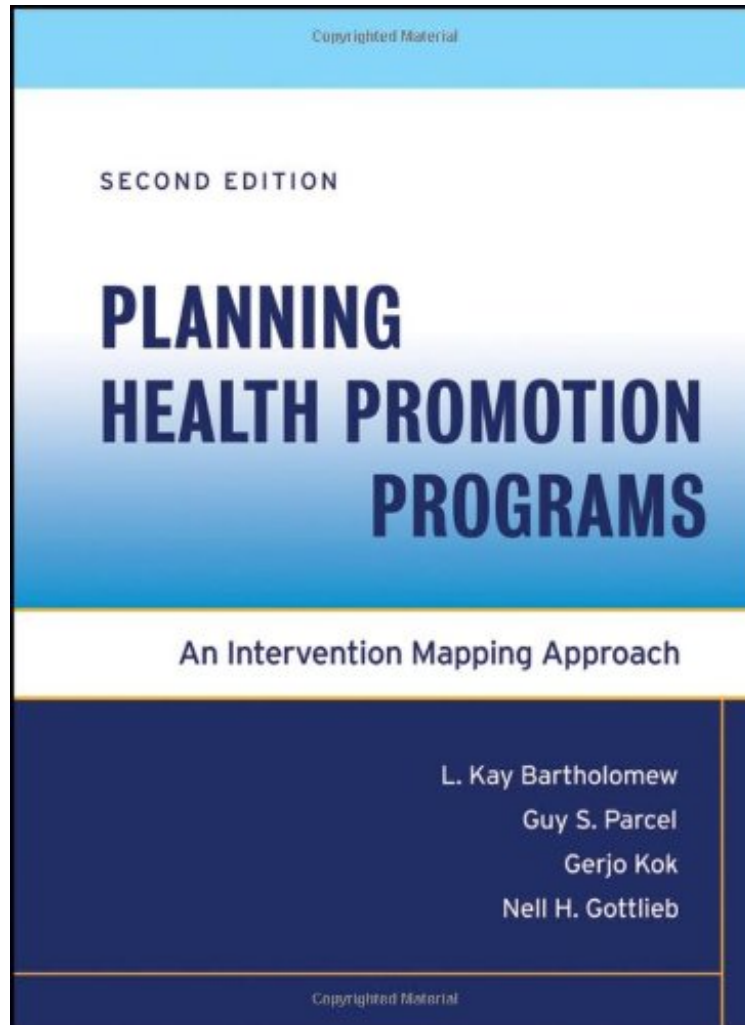


Planning HealthPromotion Programs : Intervention Mapping, 2nd Edition

L. Kay Bartholomew Eldredge, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb

**Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#1997372 in Books 2006-03-03Original language:EnglishPDF # 1 9.25 x 1.83 x 7.221, 3.15 #File Name: 078797899X800 pages | File size: 45.Mb

L. Kay Bartholomew Eldredge, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb : Planning HealthPromotion Programs : Intervention Mapping, 2nd Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Planning HealthPromotion Programs : Intervention Mapping, 2nd Edition:

1 of 1 people found the following review helpful. Great theory book for planning health programsBy L. R. BoudreauxThis book was required for a graduate public health program planning class. The course was taught by the primary author, L. K. Bartholomew. The book did a great job to teach the Intervention Mapping method step by step. This book does an amazing job of walking you through the Intervention Mapping process. The book uses an example at the beginning of the book and walks the program through the entire Intervention Mapping process. The authors give

more examples using other programs but they always give an example of each step with the example program. The tables and matrices are filled in and explain the process in detail. Intervention Mapping is a theory that is gaining popularity for planning health promotion programs as it combines different theories that helps program planners plan an entire program. The IM process is needs assessment, change objectives, methods and strategies for change objectives (based in theory), making program components and materials, planning program adoption, implementation and sustainability, and planning for program evaluation. 0 of 0 people found the following review helpful. For reference By Cynthia Cuevas Santiago Useful for my customers work, although it took long to arrive. 0 of 1 people found the following review helpful. HP Book By T. Latortue I really needed this book so I probably shouldn't complain about the condition... It was listed as "Good" and appeared less than such. It's OK though, a book is a book. Just wish it could've arrived sooner. GREAT book though; very helpful in intervention design and program planning.

This guide to the planning of health promotion programs uses the increasingly popular Intervention Mapping approach, a theory- and evidence-based interactive process that links needs assessment with program planning in a way that adds efficiency and improves outcomes. Students, researchers, faculty, and professionals will appreciate the authors approach to applying theories of behavior and social change to the design of coherent, practical health education interventions. Written by internationally recognized authorities in Intervention Mapping, the book explains foundations in Intervention Mapping, provides an overview of the role of behavioral science theory in program planning including a review of theories and how to assess theories and evidence and a step-by-step guide to Intervention Mapping, along with detailed case examples of its application to public health programs. Planning Health Promotion Programs is the second and substantially revised edition of the bestselling resource Intervention Mapping.

About the Author Guy S. Parcel, Ph.D., is M. David Low Chair in Public Health and John P. McGovern Professor in Health Promotion, The University of Texas at Austin, and an investigator in the Center for Health Promotion and Prevention, University of Texas Health Science Center at Houston, School of Public Health. Gerjo Kok, Ph.D., is dean, faculty of psychology, and professor in applied psychology, The University of Maastricht, The Netherlands. Nell H. Gottlieb, Ph.D., is professor, behavioral sciences, Center for Health Promotion, University of Texas Health Science Center at Houston, School of Public Health.