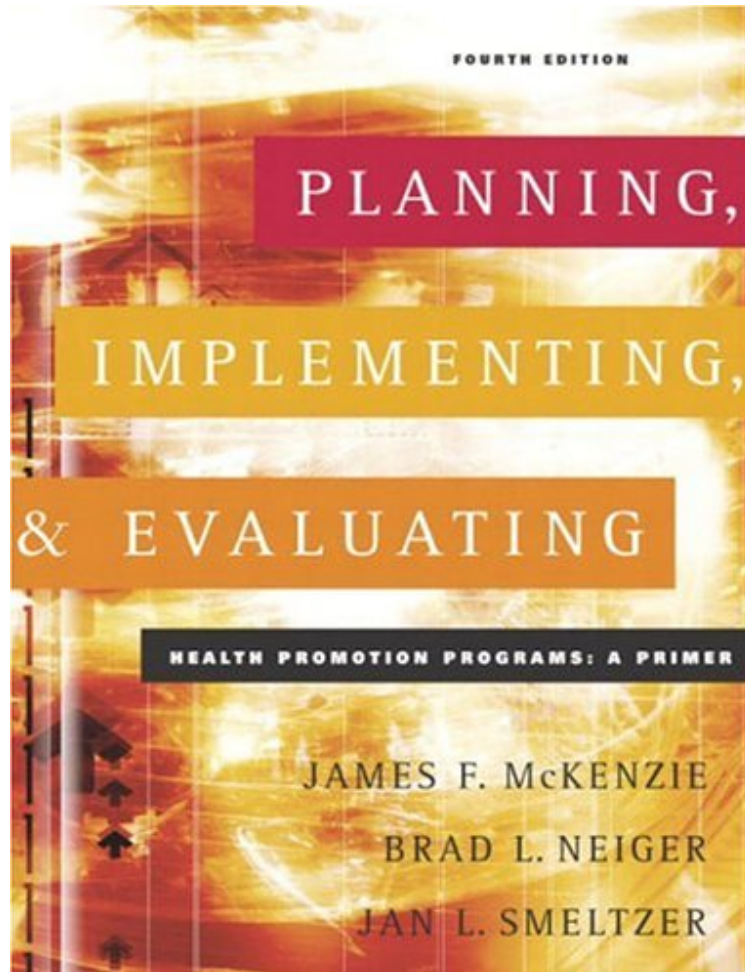


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Planning, Implementing, and Evaluating Health Promotion Programs: A Primer (4th Edition)

James F. McKenzie, Brad L. Neiger, Jan L. Smeltzer
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Planning, Implementing, and Evaluating Health Promotion Programs: A Primer provides health education students with the comprehensive background and application information needed to plan, implement, and evaluate health promotion programs in a variety of settings. The Fourth Edition features updated information throughout, including expanded discussions of topics such as measures, measurement, data collection and data sampling, intervention theories, and evaluation techniques. It has been thoroughly reviewed by both practitioners and professors to reflect the latest trends in the field.

From the Back Cover Planning, Implementing, and Evaluating Health Promotion Programs: A Primer, provides readers 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 Fifth Edition features updated information throughout, including new theories and models such as the Healthy Action Process Approach (HAPA) and the Community Readiness Model (CRM), sections on grant writing and preparing a budget, real-life examples of marketing principles and processes, and a new classification system for evaluation approaches and designs. Health Education, Health Promotion, Health Educators, and Program Planning, Models for Program Planning in Health Promotion, Starting the Planning Process, Assessing Needs, Measurement, Measures, Measurement Instruments and Sampling, Mission Statement, Goals, and Objectives, Theories and Models Commonly Used for Health Promotion Interventions, Interventions, Community Organizing and Community Building, Identification and Allocation of Resources, Marketing: Making Sure Programs Respond to Wants and Needs of Consumers, Implementation: Strategies and Associated Concerns, Evaluation: An Overview, Evaluation Approaches and Designs, Data Analysis and Reporting. Intended for those interested in learning the basics of planning, implementing, and evaluating health promotion programs About the Author Jim McKenzie was the first to come out with a book that combines program planning, implementing, and evaluating all in one place. A Professor at Penn State Hershey and a Professor Emeritus at Ball State University, he is Master Certified Health Education Specialist (MCHES). He also serves as the Coordinator of the Division Board of Certified Health Education Specialists of the National Commission for Health Education Credentialing. Brad Neiger is the chair of the Health Science Department at Brigham Young University. Brad has also served in the field within the Utah State Department of Health and the National Health Institute. Rosemary Thackeray is an Associate Professor also at Brigham Young University. She was brought on this edition of the text primarily to work on the marketing chapter, which is her area of expertise.