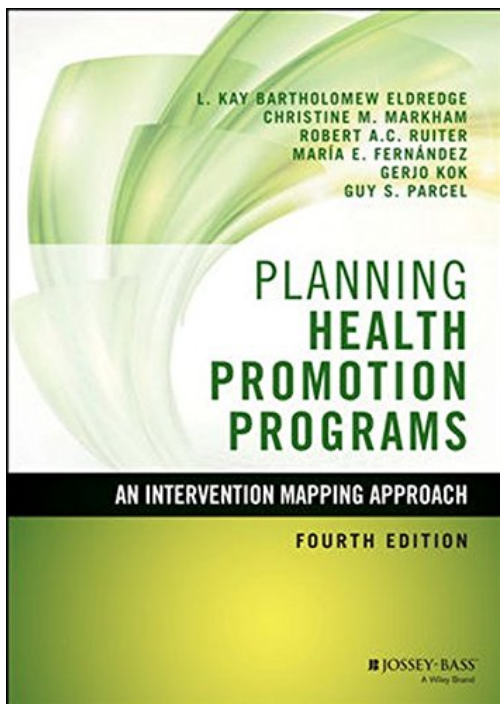


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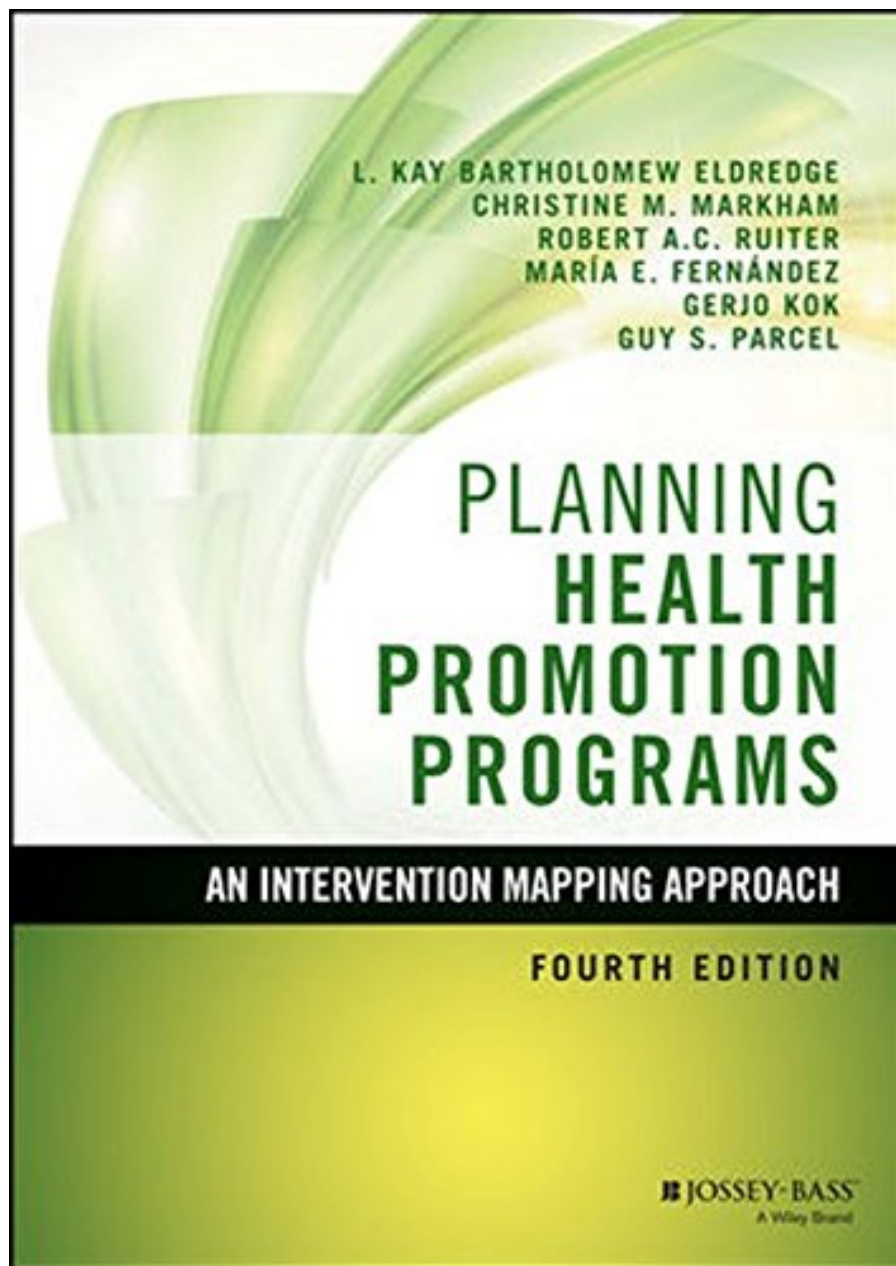
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THE REVISED AND UPDATED GUIDE FOR UNDERSTANDING AND USING INTERVENTION MAPPING

Planning Health Promotion Programs is the go-to reference in the field. Now in its fourth edition, this volume offers students and practitioners an effective guide to the overall planning process. Based on the proven Intervention Mapping framework, this essential resource outlines the steps, tasks, and processes that draw on a variety of approaches to help develop dynamic health promotion and education programs. Designed to be practical, the handbook equips users with the knowledge and skills needed to create targeted solutions.

The text reveals how to choose theories and integrate constructs from a variety of sources and shows how to merge theories in order to clearly describe health problems, develop appropriate promotions, and create education solutions. Revised and updated, the fourth edition includes information on the latest theories and reviews trends in public health such as competency-based training and inter-professional education. In addition, this edition contains a wealth of new examples and illustrative case studies that shows how the concepts work in actual settings. The companion website includes classroom ready lecture slides, additional case studies, and a test bank.

Planning Health Promotion Programs, Fourth Edition is the thoroughly updated resource needed to explore the developments, methods, theories, and processes of intervention planning.

About the Author

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