



# Planning, Implementing, and Evaluating Health Promotion Programs: A Primer (5th Edition)

*James F. McKenzie, Brad L. Neiger, Rosemary Thackeray*



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"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



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