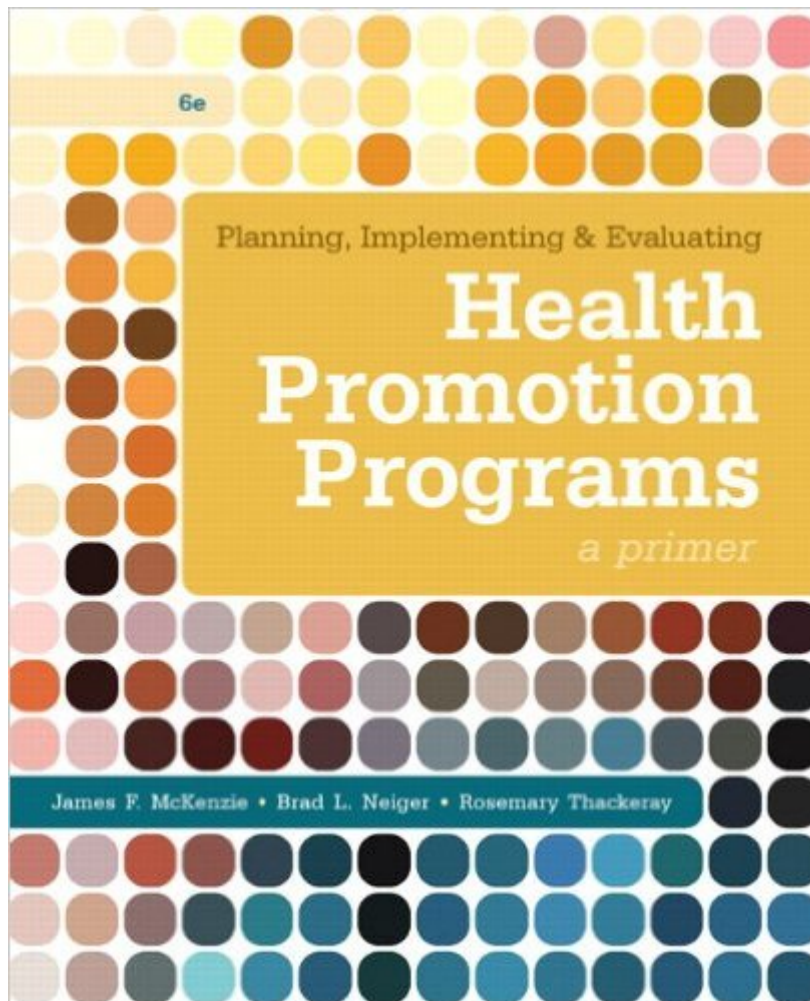


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# Planning, Implementing, & Evaluating Health Promotion Programs: A Primer (6th Edition)



## Synopsis

Planning, Implementing, and Evaluating Health Promotion Programs: A Primer provides you 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 Sixth Edition features updated information throughout, significantly re-worked Chapters 2 (Starting the Planning Process) and 3 (Models for Program Planning in Health Promotion) for a more streamlined presentation, a more robust supplements package, and more information on program management and administration. It has been thoroughly reviewed by both practitioners and professors to reflect the latest trends in the field. " [Planning, Implementing, and Evaluating Health Promotion Programs: A Primer] provides a very clear and concise explanation on how to develop a Health Promotion Program. The book provides excellent examples and activities for application of Program Planning as well as ties in each step so the final process makes sense. I also like that the book prepares and encourages students to take the CHES exam as well as gives them the tools they need to be successful. " Aimee Richardson, Adjunct Faculty, American University, Washington, DC

## Book Information

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## Customer Reviews

I am an MPH student at CUNY and this is the best text book we have used so far in the two years I have been studying Public Health. It is clear, concise, interesting and has great charts and tables.

Had this book assigned in an undergraduate program. Its very heavy and uninteresting, but easy. My professor made it more enjoyable, but it still wasn't fun. I designed a full smoking cessation

program off of this book.

Really found this book helpful and one that I will reference in the future. There is great information about studying for certification and how to implement the certification in your career.

Book wasn't available at my school's bookstore. Found it here on and it was exactly the correct book I needed for my class. Received it really quick. Super convenient that I was able to rent at a cheap student price.

Required reading for graduate school  
Easy to follow and clearly explains concepts  
Valuable tool for starting health promotion projects in the community

But unfortunately I barely even use it so that is a waste of money for me! I hate it when teacher's make you buy books that you barely use.

This book is pretty thorough in the content it covers. However, I always say that the true measure of a book, especially a textbook, is how well the information is formatted and presented so that the reader finishes with a better understanding than before they read the book. This book is such a dry read that it's difficult, at times, to retain information after so many pages of just plain information. The authors rarely try to connect with readers and rarely try to offer innovative ways to explain content in memorable ways.

The book covers a lot of material (but all of it relevant), and it's done in a direct and concise way. If you're using it to study for the CHES Exam, allow plenty of time to absorb it all. Please make the book available in KINDLE FORMAT, particularly the 5th Edition (if not all of them). It would be much more convenient. Thank you.

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