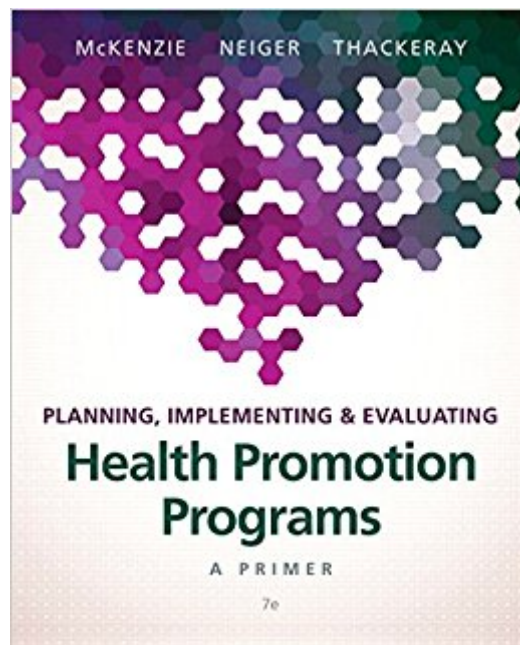




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# Planning, Implementing, & Evaluating Health Promotion Programs: A Primer (7th Edition)



## Synopsis

For undergraduate courses in Health Education, Promotion, and Planning. **Provide Students with the Tools They Need to Be Successful in Health Promotion Planning, Implementing, and Evaluating Health Promotion Programs: A Primer** provides students 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 Seventh Edition features updated information throughout, including the new Responsibilities and Competencies generated from the Health Education Specialist Practice Analysis (HESPA-2015), and reflects the latest trends in the field.

## Book Information

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## Customer Reviews

Jim McKenzie was the first to publish 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 a 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 at Brigham Young University. She has revised the marketing chapter, her area of expertise, as well as the measurement chapter.

While the book is full of information, it's so much that it all starts to blend together. It's very boring with terms that have "borrowed" definitions from other sources, often more than one for each. All of these in note citations. This complicates it very much.

This book was VERY helpful with my college courses. Explains everything very clearly!

As what the product describe, thank you.

what i needed thanks!

Great resource

I rented this book to prepare for an exam. It was so user friendly to highlight, have important notes in flash cards. The technology was great. I would rent another textbook if I need to next time.

Thank you!

Excellent textbook. I'll be so glad to be done with school

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