PLANNING, IMPLEMENTING, AND EVALUATING

HEALTH PROMOTION PROGRAMS

EIGHTH EDITION

James F. McKenzie Brad L. Neiger Rosemary Thackeray

Evaluating Health Promotion Programs

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field Evaluation and Measurement in Health Promotion guides current and future health promotors in becoming experimenting practitioners who take a data driven approach to decision making Through this model professionals can create innovative health programs rooted in measured fact Such programs must be continuously evaluated and improved upon and this book covers both the measurement and evaluation stages The result is a comprehensive model that takes a rigorous approach to the health promotion process its concrete impact in the world and the evaluation of its outcomes Topics covered include evaluation planning measurement instrument development reliability validity assessment evaluation design approaches to qualitative evaluation data analysis interpretation and report writing Health promotion is essential to improve community health and prevent disease In the field of health promotion we empower individuals and communities to prevent health problems and pursue quality of life by addressing behavioral and social determinants of health For those looking for a framework to approach the goals of health promotion including those taking the CHES MCHES or CPH exams this straightforward book is a valuable resource Get an introduction to the field of health promotion and the process of evaluating health promotion programs Develop rigorous instruments for measuring various types of outcomes in health promotion programs Assess the reliability and validity of evaluation instruments and address measurement errors Conduct quantitative analysis and qualitative data analysis and write effective research reports This book includes tools to help both instructors and learners including succinct chapter introductions and summaries practical skill building activities fascinating real life case studies a glossary review questions web exercises and instructor resources Health Promotion Programs Society for Public Health Education (SOPHE), 2010-03-18 Health Promotion Programs introduces the theory of health promotion and presents an overview of current best practices from a wide variety of settings that include schools health care organizations workplace and community The 43 contributors to Health Promotion Programs focus on students and professionals interested in planning implementing and evaluating programs that promote health equity In addition to the focus on best practices each chapter contains information on Identifying health promotion programs Eliminating health disparities Defining and applying health promotion theories and models Assessing the needs of program participants Creating and supporting evidence based programs Implementing health promotion programs Tools program staff and budgets Advocacy Communicating health information effectively Developing and increasing program funding Evaluating improving and sustaining health promotion programs Health promotion challenges and opportunities Health promotion resources and career links The authors have clearly connected the dots among planning theory evaluation health disparity and advocacy and have created a user friendly toolbox for health promotion empowerment Ronald L Braithwaite PhD professor Morehouse School of Medicine Departments of Community Health and Preventive Medicine Family Medicine and Psychiatry The most comprehensive program planning text to date this book examines all facets of planning and implementation across four key work environments where health educators function Mal Goldsmith PhD CHES professor and coordinator of Health Education Southern Illinois University

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