

## Planning, implementing and evaluating health promotion programs : a primer

McKenzie, James F., author

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### Abstrak

Planning, Implementing, and Evaluating Health Promotion Programs 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.