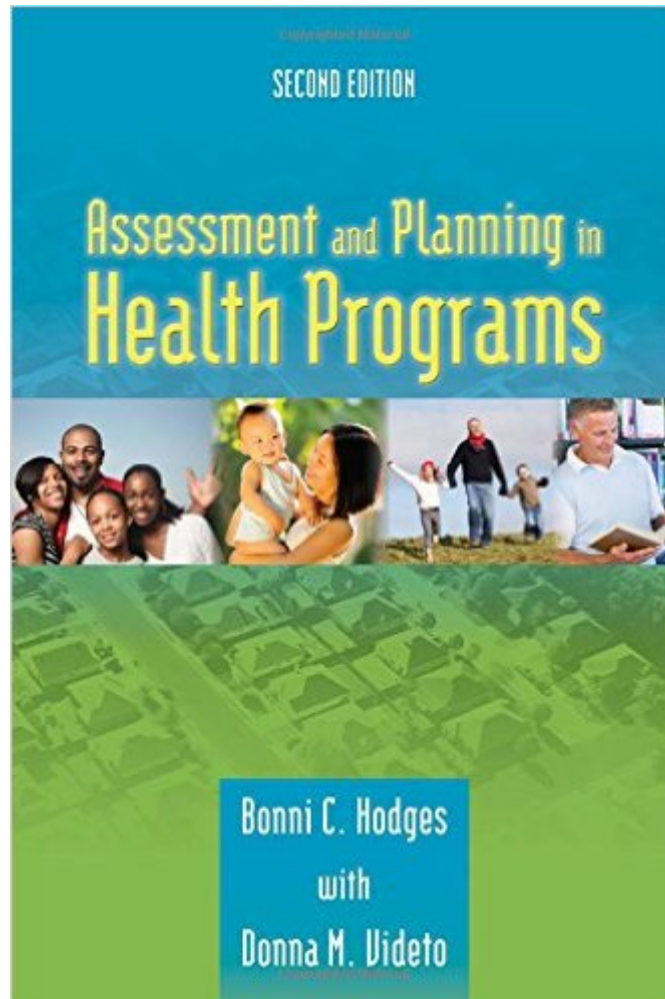


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Assessment And Planning In Health Programs



Synopsis

Assessment and Planning in Health Programs, Second Edition enables students and practitioners to successfully plan, implement, and evaluate programs and interventions that will assist individuals and groups in maintaining and improving their health. Written in an accessible manner, this comprehensive text provides an overview of needs assessment, program planning, and program evaluation, and explains several goals and strategies for each. It addresses the importance and use of theories, data collection strategies, and key terminology in the field of health education and health promotion.

Book Information

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Customer Reviews

I bought this book several years ago even though I did not know the authors. What I find is that when I am in those early stages of program design and development this books gets me thinking. Lots of good examples of different assessments and planning models. As I travel around the country visiting worksite programs I find that many program managers are designing / delivering programs "off their hips". What I mean is that they are not following any model, program concepts or principles that will lead to strategic success. It's unfortunate, because these programmers are highly motivated and really enjoy their jobs, but have gotten so caught in delivering programs and coaching - they have failed to put together a program strategy and assessment based on the "art and science" of worksite health promotion / wellness that is found in the literature. These authors have done a good job of putting together a book that for a programmer that needs the whole model -

its here. Or a programmer that likes to mix and match concepts, models and principles - this book is a great resource.

I needed my own Social Service Tools to have on hand for my library. When you start or have yours this is a good book to have. Look inside to see if its what you want for your interest or subject. had it which was great for me.

The book itself is complete and fine; however, as this is a text-book which may require citing there should be page numbers. If I had realized the lack of page numbers before I purchased this book I would have bought the paper-back version.

Covers all facets of program, planning and development. I would have been lost without this valuable resource.

Great textbook! easy reading style while still informative and interesting. Also came in excellent condition.

Great book, just what I needed for class. Great information that I will use even when my class is over.

Thank you for such a great product. . We are having a blast with them. Take care, J

When i received the book, it was in pretty good condition as if it was new except for highlighting marks within some pages.It was timely delivered and I was quite satisfied with it.I would definitely recommend this place to students who want to purchase used books for affordable prices.

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