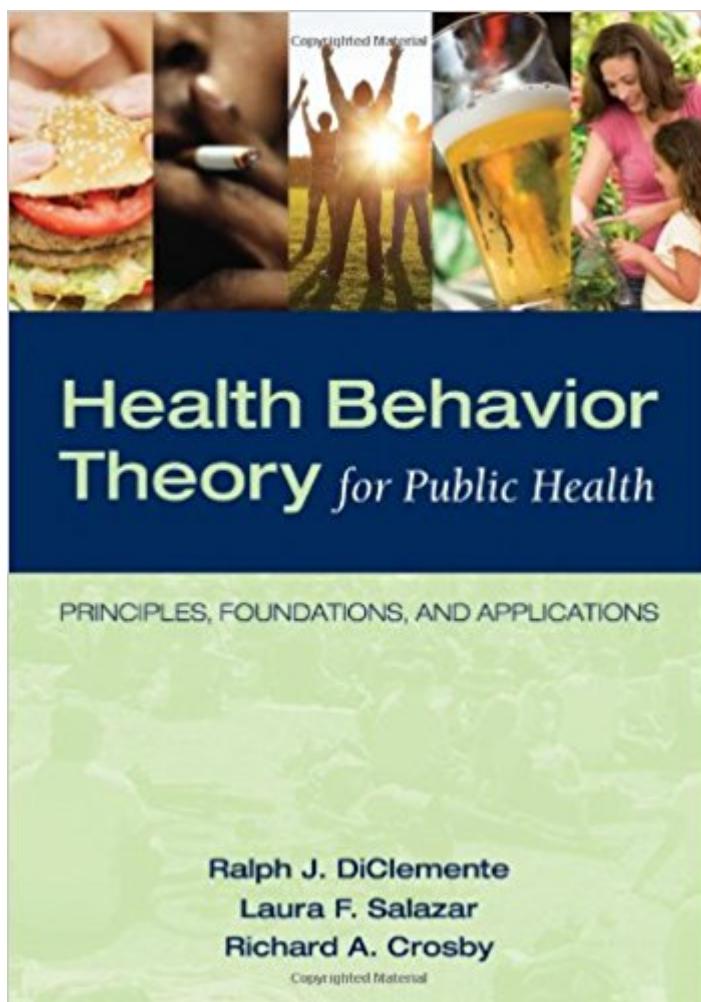


The book was found

Health Behavior Theory For Public Health: Principles, Foundations, And Applications



Synopsis

While a solid understanding of human behavior theory is an essential tool for designing and implementing successful health promotion programs, changing health behavior requires multiple skills beyond the ability to simply apply theory. Divided into three sections, the book takes a unique ecological approach to learning about health behavior theory and its application. The reader will first gain a broad understanding of health, public health, health behavior and health promotion planning. This is followed by a straightforward and expansive look at the most commonly applied theories and approaches to public health research and programs. Students will come away with a clear understanding of how theory “fits” into the larger scope of public health research and practice. Finally, readers will learn about the essential tasks of measurement, evaluation, and translation through an examination of a diverse set of application “tools”.

Book Information

Paperback: 366 pages

Publisher: Jones & Bartlett Learning; 1 edition (2011)

Language: English

ISBN-10: 0763797537

ISBN-13: 978-0763797539

Product Dimensions: 0.8 x 7 x 9.8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 13 customer reviews

Best Sellers Rank: #10,025 in Books (See Top 100 in Books) #13 in Books > Textbooks > Medicine & Health Sciences > Research > Epidemiology #19 in Books > Medical Books > Administration & Medicine Economics > Public Health > Epidemiology #23 in Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Public Health

Customer Reviews

While a solid understanding of human behavior theory is an essential tool for designing and implementing successful health promotion programs, changing health behavior requires multiple skills beyond the ability to simply apply theory. Divided into three sections, the book takes a unique ecological approach to learning about health behavior theory and its application. The reader will first gain a broad understanding of health, public health, health behavior and health promotion planning. This is followed by a straightforward and expansive look at the most commonly applied theories and approaches to public health research and programs. Students will come away with a clear

understanding of how theory "fits" into the larger scope of public health research and practice. Finally, readers will learn about the essential tasks of measurement, evaluation, and translation through an examination of a diverse set of applications "tools".

good book for public health people! very useful

This is my first review on textbooks. There are just so many textbooks you need to buy as a grad student, but only so few one might actually enjoy while reading/making notes. This is one of those few for me. Very easy to read and follow. I like how authors always had multiple examples to demonstrate how theories and concepts can be applied in each of the chapters. Good textbook!

This book is an excellent supplement to the course I'm taking, Health Behavior and Education.

School project. thanks AA ++

came as described.

This is a great book. I love it. I will recommend it to any Public Health Major. This book is well-written.

Good book with a good pricing

Excellent

[Download to continue reading...](#)

Health Communication: From Theory to Practice (J-B Public Health/Health Services Text) - Key words: health communication, public health, health behavior, behavior change communications

Health Behavior Theory For Public Health: Principles, Foundations, and Applications Essentials Of Health Behavior: Social And Behavioral Theory In Public Health (Texts in the Essential Public)

Nutritional Foundations and Clinical Applications: A Nursing Approach, 5e (Foundations and Clinical Applications of Nutrition) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Health Behavior: Theory, Research, and

Practice (Jossey-Bass Public Health) Public Health Nursing - Revised Reprint: Population-Centered Health Care in the Community, 8e (Public Health Nursing: Population-Centered Health Care in the

Community) Community/Public Health Nursing - E-Book: Promoting the Health of Populations (Community/Public Health Nursing: Promoting the Health of Populations) Personality and the Foundations of Political Behavior (Cambridge Studies in Public Opinion and Political Psychology) Foundations for Health Promotion, 4e (Public Health and Health Promotion) Study Guide for Foundations of Maternal-Newborn and Women's Health Nursing, 6e (Murray, Study Guide for Foundations of Maternal-Newborn & Women's Health Nursing) Understanding Human Behavior: A Guide for Health Care Providers (Communication and Human Behavior for Health Science) Applied Behavior Analysis: Principles and Procedures in Behavior Modification Community/Public Health Nursing Practice: Health for Families and Populations, 5e (Maurer, Community/ Public Health Nursing Practice) Community/Public Health Nursing Practice - E-Book: Health for Families and Populations (Maurer, Community/ Public Health Nursing Practice) Population Mental Health: Evidence, Policy, and Public Health Practice (Routledge Studies in Public Health) Public Health 101: Healthy People Healthy Populations (Includes One Health Chapter) (Essential Public Health) Social Justice: The Moral Foundations of Public Health and Health Policy (Issues in Biomedical Ethics) Essentials Of Health Behavior (Essential Public Health) Principles of International Investment Law (Foundations of Public International Law)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)