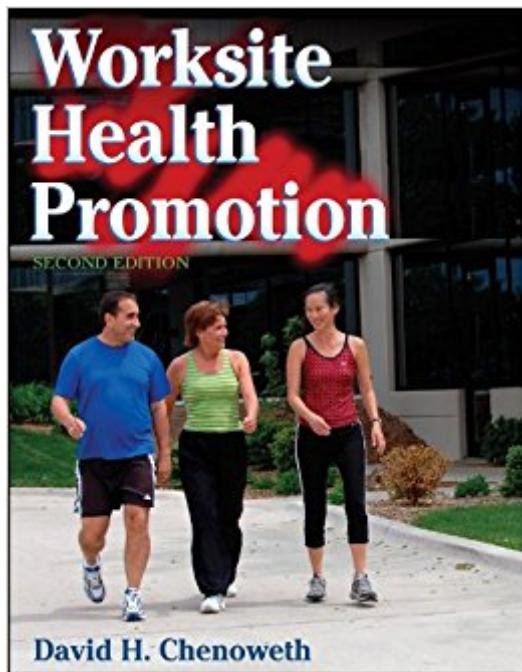


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Worksite Health Promotion - 2nd Edition



Synopsis

Worksite Health Promotion has been fully updated and expanded with valuable new information and user-friendly learning aids. Now in its second edition, the book continues to be the ideal reference for aspiring and practicing health professionals who want to promote the health of employees and organizations. Like its predecessor, the second edition ties together the theoretical concepts of health promotion and their everyday applications and presents a step-by-step approach to planning, implementing, and evaluating programs in a variety of settings. With a broad overview of worksite health promotion and the major events in history that have stimulated it, the book enables readers to understand the role of these programs in increasing productivity and controlling health care costs. Students using this text will find more ideas than ever for planning and launching worksite programs. The text includes new sections on programming for small and multisite companies, electronic health management communication tools, using the stages of change framework with programming incentives, medical self-care, health and productivity management, and disability management as a component of an integrated health data-management system. A reorganized chapter structure and the addition of learning objectives, updated study questions, and expanded references also contribute to the appeal of this new edition. Professionals using this second edition will discover the rationale and gain more justification for setting up worksite health programs. They will learn how to tailor a worksite health program to the mission, philosophy, and vision of their organizations, and they will glean ideas for addressing specific health concerns such as mental health, smoking cessation, ergonomics, and AIDS education. In addition, they will examine how to design an operating plan and report results to major stakeholders. Drawing on more than 25 years of academic and private consulting experience, Dr. Chenoweth includes numerous case studies to demonstrate how successful programs are conducted at small, medium, and large worksites around the world. In addition, he has enhanced the text with new assessments to help readers determine employees' needs and interests, including a personal health questionnaire, environmental checksheet, healthy worksite assessment, and overall assessment of economic evaluations. With this resource, students and practitioners alike will have a full-spectrum view of today's cutting-edge principles and applications of worksite health promotion.

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Customer Reviews

""If you buy just one reference book, this is it."Health-e headlines Corporate Report" "Presents an integrated, step-by-step approach to planning, implementing, and evaluating worksite health programs in a variety of settings.Book News, Inc. "(review of first edition) "Worksite Health Promotion is an ideal introductory text for upperclassmen and beginning graduate students in health promotion. It is also a suitable reference for professionals.American Fitness Review, March/April 1999 "(review of first edition)

"If you buy just one reference book, this is it."Health-e headlines Corporate Reportâ€"â€"Presents an integrated, step-by-step approach to planning, implementing, and evaluating worksite health programs in a variety of settings.â€"â€"Book News, Inc. (review of first edition)â€"â€"Worksite Health Promotion is an ideal introductory text for upperclassmen and beginning graduate students in health promotion. It is also a suitable reference for professionals.â€"â€"American Fitness Review, March/April 1999 (review of first edition)

Dave Chenoweth has been involved in worksite health promotion efforts for many years as a teacher, but also a top consultant. He has hit another "home run" with this new book that is organized around a basic worksite model.I have read Dave for many years as a worksite wellness manager and used many of his articles to help build management support for my efforts. He played an important role in giving us the early economic evaluation tools that has ensured our field moved forward, and he continues to provide the ideas, concepts and principles that ensure program success.What has made Dave's work different from other academic writers is that he has always maintained a consultant practice that gives him an opportunity to practice what he teaches. This is a

book that should be a part of every worksite wellness professionals library, not just a textbook that gets forgotten. William B. Baun, EPD, FAWHP

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