



Planning Health Promotion Programs: An Intervention Mapping Approach

By L. Kay Bartholomew Eldredge, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb

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This guide to the planning of health promotion programs uses the increasingly popular Intervention Mapping approach, a theory- and evidence-based interactive process that links needs assessment with program planning in a way that adds efficiency and improves outcomes. Students, researchers, faculty, and professionals will appreciate the authors' approach to applying theories of behavior and social change to the design of coherent, practical health education interventions. Written by internationally recognized authorities in Intervention Mapping, the book explains foundations in Intervention Mapping, provides an overview of the role of behavioral science theory in program planning^{3/4}including a review of theories and how to assess theories and evidence^{3/4}and a step-by-step guide to Intervention Mapping, along with detailed case examples of its application to public health programs. *Planning Health Promotion Programs* is the second and substantially revised edition of the bestselling resource *Intervention Mapping*.

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