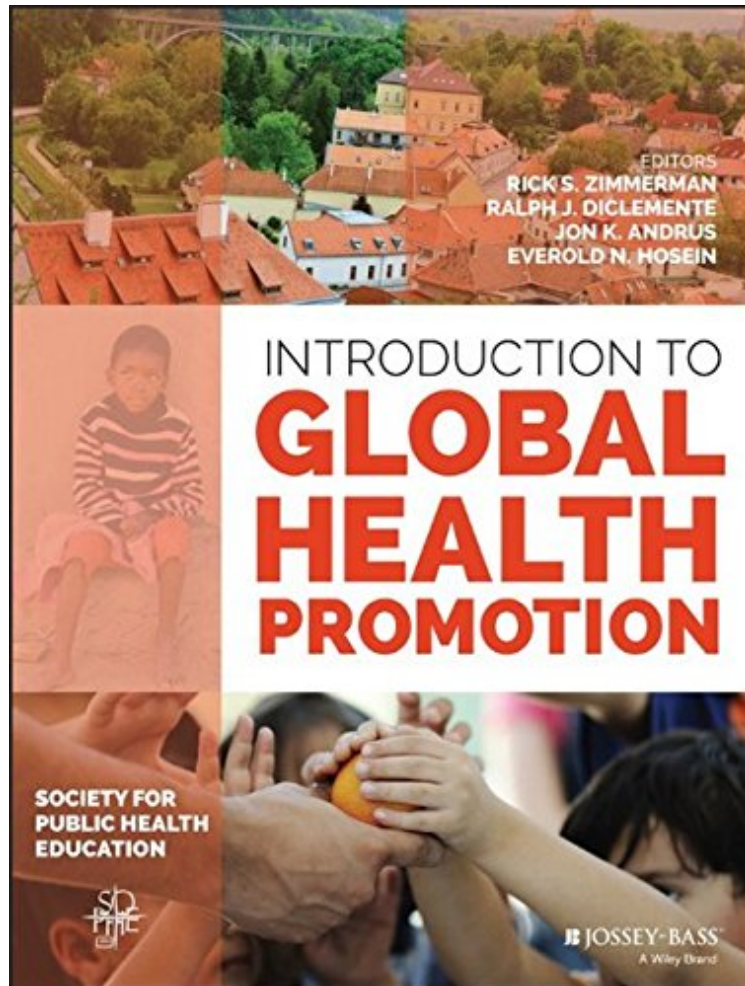


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Introduction to Global Health Promotion (Jossey-Bass Public Health)

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From Jossey-Bass : Introduction to Global Health Promotion (Jossey-Bass Public Health) before purchasing it in order to gage whether or not it would be worth my time, and all praised Introduction to Global Health Promotion (Jossey-Bass Public Health):

Introduction to Global Health Promotion addresses a breadth and depth of public health topics that students and emerging professionals in the field must understand as the world's burden of disease changes with non-communicable diseases on the rise in low- and middle-income countries as their middle class populations grow. Now more than ever, we need to provide health advocacy and intervention to prevent, predict, and address emerging global health issues.

This new text from the Society for Public Health Education (SOPHE) prepares readers with thorough and thoughtful chapters on global health promotion theories, best practices, and perspectives on the future of the field, from the individual to the global level. The world's biggest health care challenges—including HIV, malaria, heart disease, smoking, and violence, among others—are explored in detail in *Introduction to Global Health Promotion*. The state of the science, including the latest empirical data, is distilled into 19 chapters that update readers on the complex issues surrounding a variety of illnesses and conditions, and disease epidemics and individual, social, institutional, and governmental barriers to preventing them. Expert authors bring to the fore human rights issues, new uses of technology, and practical application of theory. These perspectives, along with the book's multidisciplinary approach, serve to create a well-rounded understanding of global health today. Learn more from the Editors of *Introduction to Global Health Promotion* [here](#).

"Bravo! At last, a solid reference on the latest, state-of-the-art thinking and approaches of health promotion in the ever-changing context of practice. . . . In my opinion, this publication should be on the standard reading list for all health promotion departments in schools of public health. The content explores various dimensions of health promotion work in global settings that helps showcase good practice and lessons learned. I especially appreciated the book's practicality and easily accessible language. As such, this publication serves as a valuable, a 'must have' resource for health promotion practitioners working in both developing and industrialized countries." —Erma Manoncourt, Ph.D. Vice-President of Communications for the International Union of Health Promotion and Education "This book provides a clear pathway to learn and explore the nuanced details of global health promotion concepts, theories, and implementation strategies used in contemporary health and development projects across the globe. [It] espouses not only some of the most important content areas for global health students and professionals, but such content is infused and enriched by key perspectives and case studies from the field that demonstrate real applications of global health surveillance and program implementation in practice. . . . This book gives a much needed update of global health texts that both contextualizes new complexities and challenges in health promotion work and illustrates critical application of techniques in health promotion delivery. Additional iterations of this text may include more specific data on the successes and failures at the level of health promotion professionals across the globe." —Muhiuddin Haider, Ph.D., research associate professor, University of Maryland School of Public Health's Institute for Applied Environmental Health "The state of global health has changed dramatically over the past two decades. Developing a competent health promotion workforce is key for building the future and is critical to delivering the vision, values, and commitment of global health promotion (Barry, Allegrante, Lamarre, Auld Taub, 2009). The book *Introduction to Global Health Promotion* shares the best evidence on the approaches that have been successful in promoting health and reducing morbidity and mortality in a variety of areas. (...) Global health promotion is more relevant today than ever in addressing public health problems especially with the growth of noncommunicable and chronic diseases globally. These factors have caused an increased interest in health within universities and a call for students to study health from the global perspective." —Health Promotion Practice, Jennifer Torres, Los Angeles County Department of Public Health, Los Angeles, and Teachers College, Columbia University, New York. "Bravo! At last, a solid reference on the latest, state-of-the-art thinking and approaches of health promotion in the ever-changing context of practice. . . . In my opinion, this publication should be on the standard reading list for all health promotion departments in schools of public health. 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From the Back Cover Experts Examine the State of Global Health and the Programs and Interventions That Can Keep the World Healthy Introduction to Global Health Promotion offers a comprehensive resource that contains a range of global health promotion theories, best practices, prevention strategies, and perspectives on the future of the field. From the Society for Public Health Education (SOPHE) and with contributions from experts in the field, this important book considers the most challenging public health concerns such as HIV, malaria, heart disease, violence and more. The contributors offer insights on the current state of the science and a review of the complex issues surrounding a variety of illnesses and health conditions. The text details disease epidemics and the individual, social, institutional, and governmental forces that either stand in the way of or are essential for preventing them. Introduction to Global Health Promotion is the essential resource that:

- Offers a review of the most recent empirical findings and significant applications of global health models from over 40 noted experts
- Puts the spotlight on the use of technology in global health prevention and identifies the strategies that have the potential to transform worldwide health practices in the future
- Presents information on the approaches, programs, and interventions that have proven to work in the global health community

The text's multidisciplinary approach serves to create a thorough understanding of today's global health promotion issues.