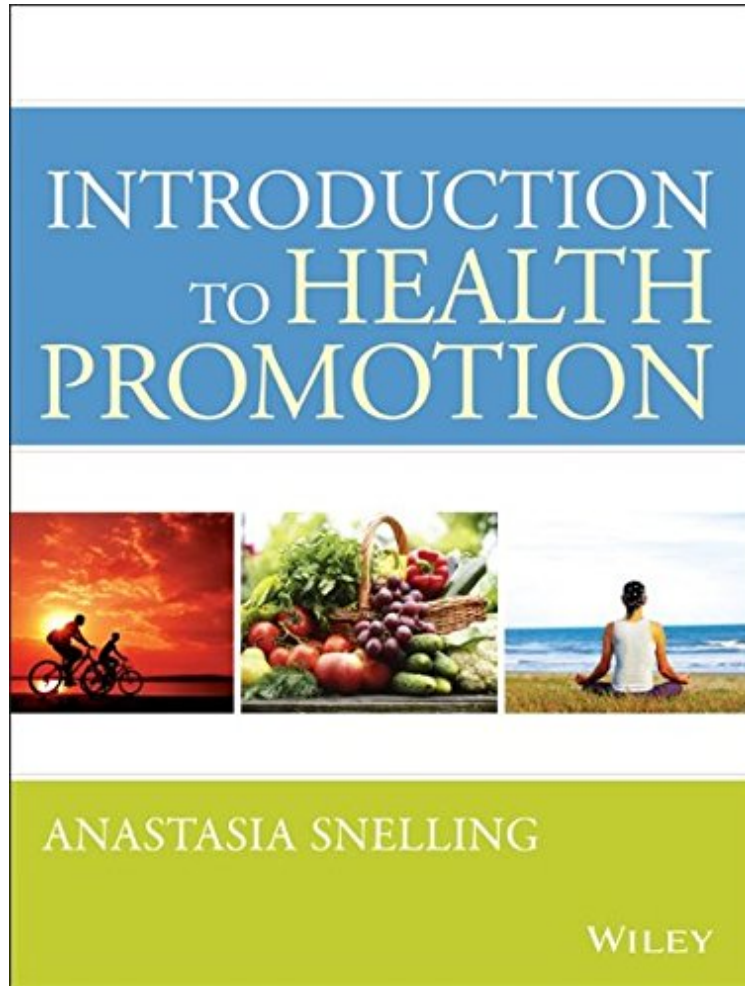


Introduction to Health Promotion

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From imusti : Introduction to Health Promotion before purchasing it in order to gage whether or not it would be worth my time, and all praised Introduction to Health Promotion:

Understand the foundations and applications of health promotion Introduction to Health Promotion gives students a working knowledge of health promotion concepts and methods and their application to health and health behaviors, with a special emphasis on the philosophical and theoretical foundations of health promotion. The textbook also identifies and discusses the innovative health campaigns, strategies, and policies being implemented and enacted to improve health behaviors and practices that ultimately improve quality of life. Written by a professor with more than two decades of experience teaching and researching health promotion, this comprehensive resource goes beyond the

basics, delving into issues such as the application of behavior change theories, planning models, and current wellness topics like nutrition, physical activity, and emotional well-being, among others. Provides a clear introduction to the most essential topics in health promotion and education Explains behavior change theories and program planning models Explores health promotion's role tackling issues of stress, tobacco use, eating behaviors, and physical activity Includes chapters dedicated to professions, settings, and credentials available in the health promotion field Looks at future trends of health promotion Ideal for students in health promotion, health education, and public health fields, Introduction to Health Promotion prepares students with a comprehensive overview of the foundations, history, and current perspectives of health promotion, as well as its key methods and applications.

From the Back Cover **A GUIDE TO THE FOUNDATIONS AND APPLICATIONS OF HEALTH PROMOTION**

Introduction to Health Promotion offers a comprehensive guide to and understanding of basic health promotion concepts and methods. The text shows how their application to health and health behaviors within communities can empower people to make healthy choices, so they can live longer lives free of preventable disease, disability, and premature death. This important resource puts a special emphasis on the philosophical and theoretical foundations of health promotion. It identifies and discusses the innovative health campaigns, strategies, and policies being implemented and enacted to improve health behaviors and practices that ultimately improve quality of life. A comprehensive text, it delves into critical issues such as the application of behavior change theories, planning models, and current wellness topics like nutrition, physical activity, and emotional well-being, among others. Introduction to Health Promotion contains health behavior change theories that include constructs on how individuals approach personal behavior change. The author also provides a discussion of the health behaviors that influence the onset of chronic disease in our country and how and why these behaviors have changed over time. In addition, the text reveals how state and federal governments engage in promoting healthful living for their consumers, what associations and certifications support the health promotion profession, where health promotion is taking place, and the job opportunities available for this profession. The text also includes information on future trends in health promotion as we move through the twenty-first century. Introduction to Health Promotion is designed to prepare students in the health promotion, health education, and public health fields, with an overview of the foundations, history, and current perspectives of health promotion, as well as its key methods and applications.

About the Author
ANASTASIA SNELLING, PHD, is a professor and associate dean in the School of Education, Teaching, and Health at American University. She has been a member of the Academy of Nutrition and Dietetics as a registered dietitian for over thirty years and a fellow in the American College of Nutrition.