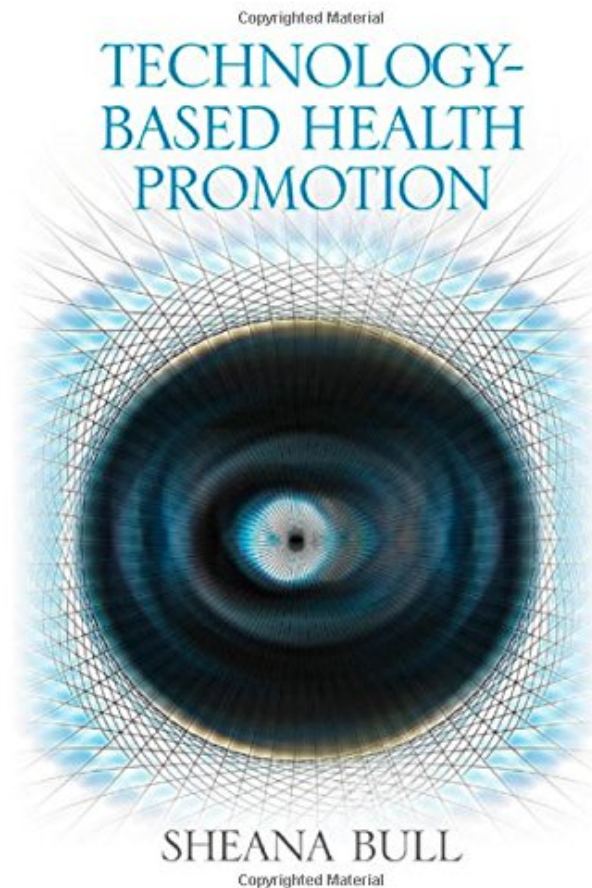


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Technology-Based Health Promotion

Sheana Bull

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This is the first textbook of its kind to offer students an introduction to best practices for using technology in health promotion programs. Integrating detailed case studies and interactive skill-building exercises throughout, this succinct and practical text teaches students to identify the most appropriate technology to meet their goals.

About the AuthorSheana Bull, Ph.D., M.P.H. is trained in Public Health and Sociology and works as an Associate Professor with appointments in the Department of Community and Behavioral Health, Colorado School of Public Health and in the Department of Health and Behavioral Sciences, both at the University of Colorado Denver. She has been researching the use of technology for health promotion for over a decade and has developed and tested numerous

technology based interventions to facilitate prevention of sexually transmitted infections, including HIV, and to promote improvements in physical activity and nutrition. Her work includes collaborations with researchers and public health experts in Colorado, Wyoming, California, Pennsylvania, Virginia, Kentucky and Texas, and she is involved in technology based research for HIV prevention in Uganda, East Africa. She has published over four dozen research articles related to public health and is nationally and internationally recognized as a leader and innovator in the field of technology-based health promotion.