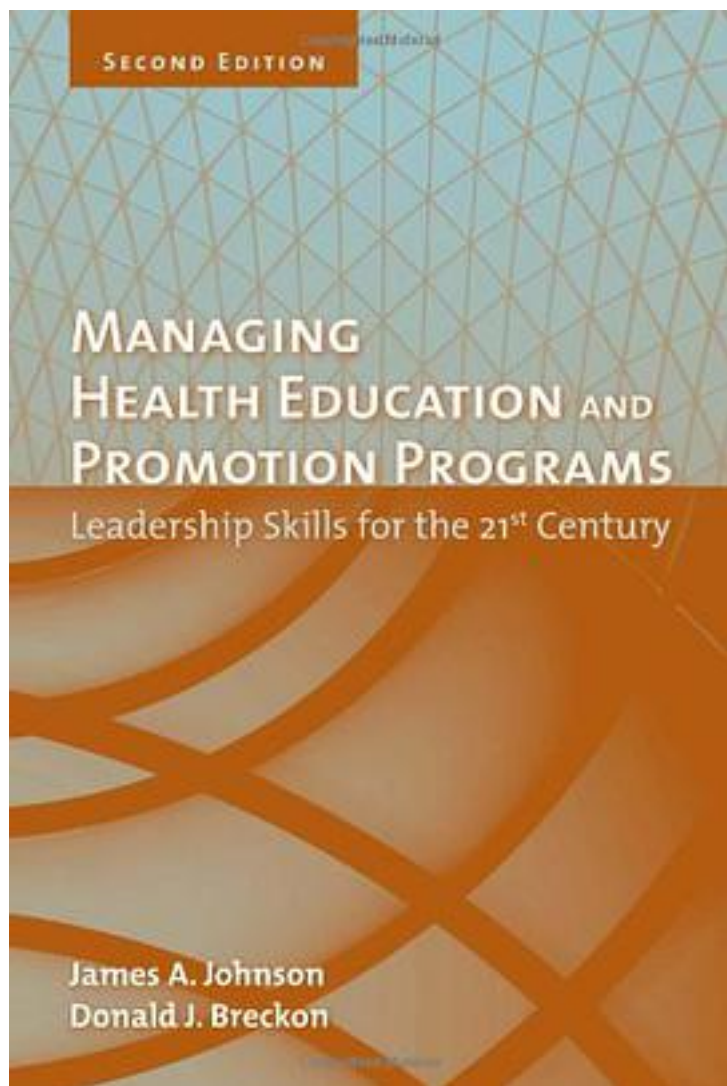


Managing Health Education and Promotion Programs



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The number and complexity of health promotion programs continues to grow as professionals, the public, and policymakers embrace prevention and health education as essential elements of the nation's well being. Additionally, the scope of health promotion programs is increasing as globalization and shifting demographics (i.e. aging, immigration) expand the range of activities and initiatives underway. Unfortunately, while the need is great and growing, the requisite skills for managing these programs continue to have a mixed review. Managing Health Education and Promotion Programs, Second Edition specifically addresses management and leadership in health promotion programs. This book serves as a core text for students of public and community health, both at the graduate and undergraduate levels.

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