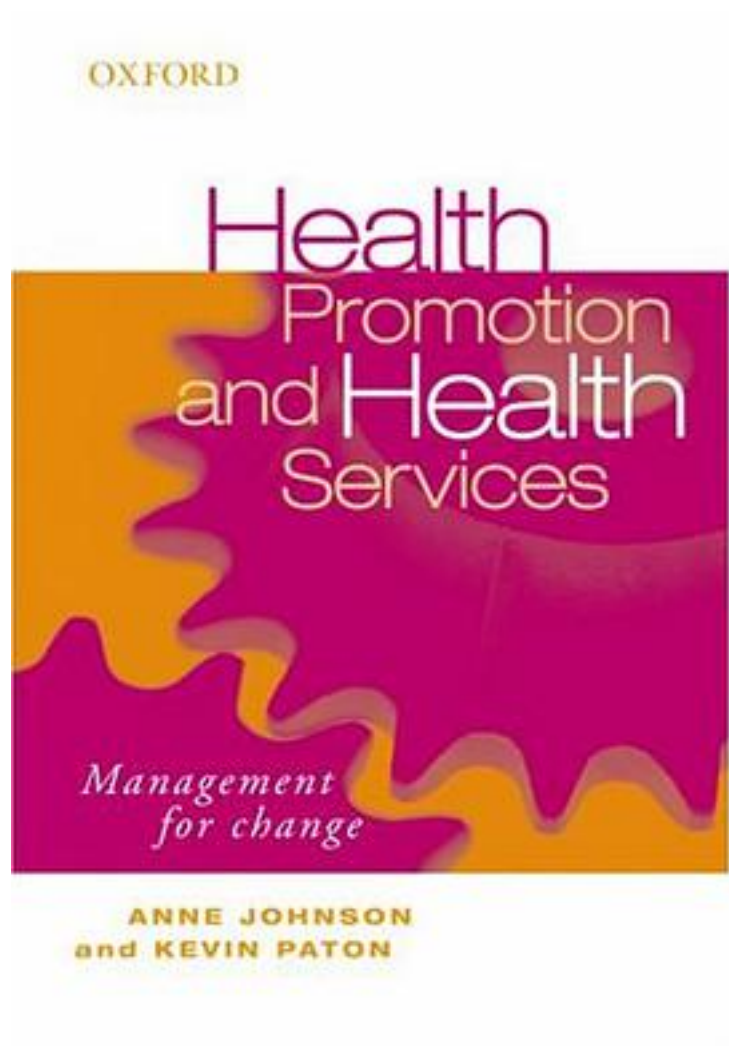


# Health Promotion and Health Services



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Pressure on health services to become more responsive to the health needs of the broader population has led to greater demand for effective change management within the health sector. Health Promotion and Health Services: Management for Change offers an innovative new framework for reorienting health services to become more health promoting. Effective integration of theory and practice Health promotion and change management theory are integrated into a practical framework featuring a broad range of organisational development and change management techniques. Emphasis on the role of the 'change agent' The text adopts the approach that there is no single best way to implement change, and provides resources in the form of 'tools' (Section Three: Thinking Tools for the Change Agent) to assist in critically evaluating the role of change agent. Australian practice in the international context Health Promotion and Health Services: Management for Change draws on a range of Australian, Canadian and European examples of ways of creating health promoting health services, and illustrates how these services can be sustained.

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目录:

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