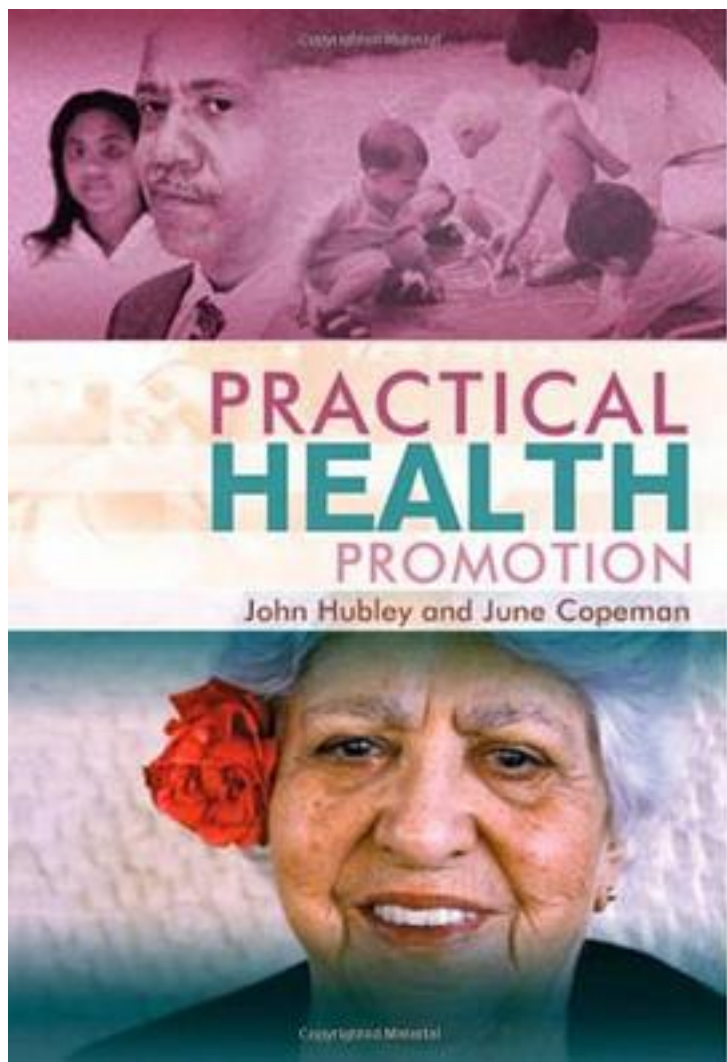


Practical Health Promotion



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This introductory health promotion textbook assumes no previous knowledge of the subject. Clearly written and accessible, it is an ideal guide to the practical aspects of promoting health. Focusing particularly on the range of skills needed to become an effective practitioner, it takes readers step-by-step through the different settings in which health promotion takes place, and the various tools they might employ. The book offers comprehensive coverage of all the key topics in contemporary health promotion, including chapters on health promotion through the lifespan, one-to-one communication, working with groups, using the media and digital technologies, advocacy, and planning and management.

Throughout the text there are suggested activities to develop students' understanding, and to encourage reflective practice. Each chapter opens with a list of the central issues and learning objectives, and key terms are highlighted in the text and explained in a clear glossary. Carefully chosen tables, figures and photographs enliven and reinforce the text, while a well-designed website offers up-to-date online resources to test and extend students learning.

Practical Health Promotion will be an indispensable practical guide to health promotion for students at all levels. It will inspire anyone involved with health care to find practical ways of promoting positive change.

作者介绍:

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