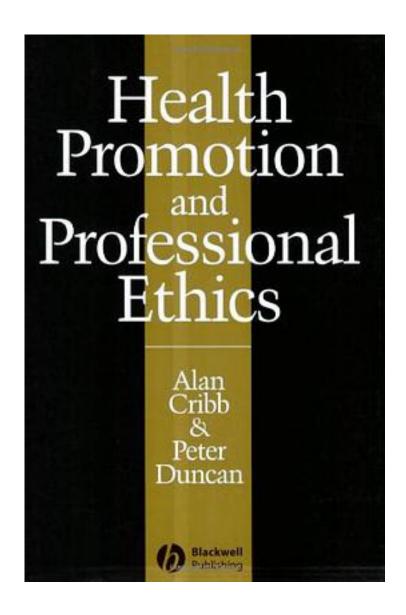
Health Promotion and Professional Ethics



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Health promotion is an increasingly important part of the work of most health professionals. Yet health promotion is qualitatively different from traditional health care activities. This book will be a focused introduction to, and exploration of, ethical issues in health promotion. It aims to provide a rationale for the underlying value of health promotion and for resolving value conflicts. To what extent should an individual be obliged to contribute to the collective health of a society? Should a society be more concerned to promote health than to treat existing disease and illness? Indeed can a society be said to have a responsibility for the health of its members? The first part of the book addresses the theoretical context of ethics and health promotion. The second part focuses on examples relating to nursing and other health professionals, using a case study approach. The book will be invaluable in helping professionals understand and respond to ethical challenges in practical ways.

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