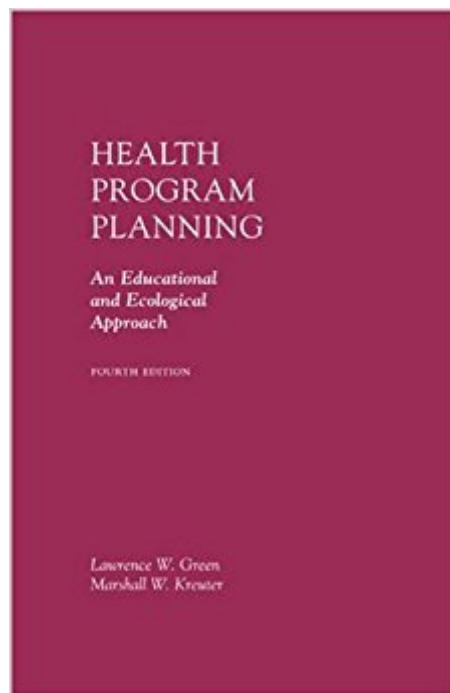




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Health Program Planning: An Educational And Ecological Approach



Synopsis

This classic text by the creators of the PRECEDE-PROCEED model provides a comprehensive overview of the principles and processes of health promotion planning. It is an invaluable up-to-date resource for students and practitioners in any discipline whose programs will include a significant health education or health promotion component. Each chapter includes references and extensive endnotes from the most current literature and is backed by the authors'™ reputations as leading researchers and practitioners in the field.

Book Information

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Customer Reviews

Lawrence W. Green served on the public health and medical faculties of UC Berkeley, Hopkins, Texas, British Columbia, and is currently at the University of California at San Francisco as Program Leader for the Social and Behavioral Sciences for the UCSF Comprehensive Cancer Center. He has been a Visiting Professor at Berkeley, Harvard, Emory, the University of Maryland at College Park, the University of Maastricht in the Netherlands, the Shanghai Medical University in China, Lansdowne Scholar at the University of Victoria in Canada, and Chancellor's™ Best Practices Scholar at the University of Newcastle in Australia. Dr. Green served the Carter Administration as the first Director of the Office of Health Information and Health Promotion, and the Clinton Administration as Acting Director of the Office of Smoking and Health at CDC. He retired in 2004 from CDC as Director of the Office of Science and Extramural Research. He received the highest awards of the American Public Health Association (Award of Excellence, the Mayhew Derryberry Award, and Distinguished Career Award), the American Academy of Health Behavior Research (first

Research Laureate Medal), the International Union for Health Promotion and Education (the Doyen Jacques Perisot Medal), the American Association for Health Education (the Presidential Citation, the Scholar Award, and the Alliance Scholar), and the American School Health Association (Honorary Lifetime Fellow). Dr. Kreuter is a public health consultant who focuses on the strategic planning, implementation, evaluation of community-based public health programs. In 2000, he retired as a Distinguished Scientist/Fellow at Centers for Disease Control and Prevention (CDC) in Atlanta where he served in several key leadership roles: as the Director of the Division of Health Education, as the first director of the Division of Chronic Disease Control and Community Intervention, and as Director of the Prevention Research Centers program. He and his co-workers at CDC refined the epidemiologic study of physical activity, initiated research and programs focused on the early detection of breast cancer, added a greater emphasis on school health, and created the Planned Approach to Community Health (PATCH) program. He holds Adjunct Professorships in the Rollins School of Public Health at Emory University in Atlanta, and in the School of Public Health at St. Louis University in St. Louis, Missouri. He is co-author, with Dr. Lawrence W. Green, of *Health Planning: An Educational and Ecological Approach* (4rd edition) and is principal author of: *Community Health Promotion Ideas That Work* 2e.

I first came across this book in graduate school and, at first, thought it was dense and academic but exceptionally brilliant. 10 years after graduation and working as an epidemiologist and evaluator for a local health department, I've revisited the book and found that it offers sound advice on most of the technical and political issues that I have come across in evaluation. Further, the authors provide real-world examples of success to back up the theoretical narratives. While difficult to digest at the first or even fourth read, it really belongs on every public health evaluator's book shelf because the experience and wisdom in this book will become apparent over time.

I am currently reading this text for a graduate level course. It takes you from beginning to end in planning a community health program. The level of detail in this book leaves absolutely nothing in question. Each of the chapters takes you through one step of the Precede-Proceed Approach and uses effective examples from different case studies. This book truly shows the depth required to effectively plan and implement health programs in the community. Although it is an extremely useful book, the material (like most textbooks) is extremely dry. I find myself having to read and re-read many of the sections to get a good understanding of the material. Not because it is overly difficult, but unfortunately because of the way it is written. There is so much information in each chapter that

it can be difficult to pick out the most important points. Overall, this is a very useful tool, but can definitely be overwhelming.

Thank you!

Came on time for grad school as described

The 'bible' of this model, written by the creators, but really wordy/dense/I've read journal articles that describe it better. Also, obscenely expensive for what you get.

This book is part of my curriculum and I had to buy it for my class. Has all the information you will ever need about preceed/proceed model.

Despite being incredibly overpriced, the quality of the hardcover and paper is very nice. Helpful information for intervention program planning.

Great book, great ordering experience. If you are in health program planning, this book is a must for Preceed-Proceed.

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