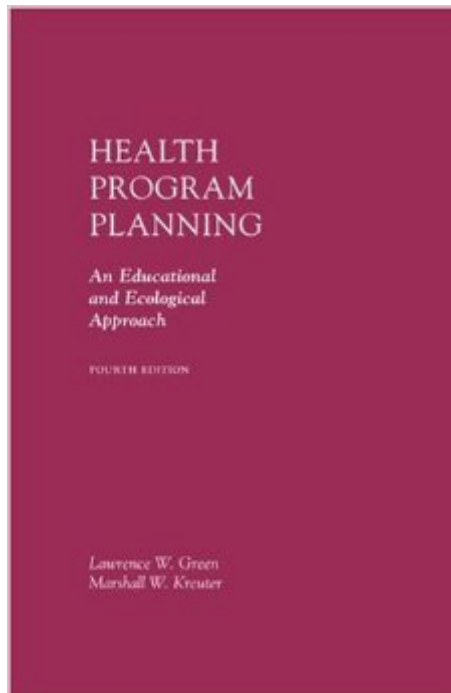


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Health Program Planning: An Educational And Ecological Approach



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

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.

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 has a lot of good information but it is so slow and very boring to read! It only talks about the Preceed-Proceed model. So if you're looking for program planning using other models, that's not the right book for you.

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