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Planning Health Promotion Programs: An Intervention Mapping Approach

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This thoroughly revised and updated third edition of *Planning Health Promotion Programs* provides a powerful, practical resource for the planning and development of health education and health promotion programs.

At the heart of the book is a streamlined presentation of Intervention Mapping, a useful tool for the planning and development of effective programs. The steps and tasks of Intervention Mapping offer a framework for making and documenting decisions for influencing change in behavior and environmental conditions to promote health and to prevent or improve a health problem.

Planning Health Promotion Programs gives health education and promotion professionals and researchers information on the latest advances in the field, updated examples and explanations, and new illustrative case studies. In addition, the book has been redesigned to be more teachable, practical, and practitioner-friendly.

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