



# Planning Health Promotion Programs: An Intervention Mapping Approach (Jossey-Bass Public Health)

By L. Kay Bartholomew Eldredge, Christine M. Markham, Robert A. C. Ruiter, Maria E. Fernandez, Gerjo Kok, Guy S. Parcel

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**The Intervention Mapping bible, updated with new theory, trends, and cases**

*Planning Health Promotion Programs* is the "bible" of the field, guiding students and practitioners through the planning process from a highly practical perspective. Using an original framework called Intervention Mapping, this book presents a series of steps, tasks, and processes that help you develop effective health promotion and education programs using a variety of approaches. As no single model can accurately predict all health behavior or environmental changes, this book shows you how to choose useful theories and integrate constructs from multiple theories to describe health problems and develop appropriate promotion and education solutions. This new fourth edition has been streamlined for efficiency, with information on the latest theories and trends in public health, including competency-based training and inter-professional education. New examples and case studies show you these concepts in action, and the companion website provides lecture slides, additional case studies, and a test bank to bring this book directly into the classroom.

Health education and health promotion is a central function of many public health roles, and new models, theories, and planning approaches are always emerging. This book guides you through the planning process using the latest developments in the field, and a practical approach that serves across discipline boundaries.

- Merge multiple theories into a single health education solution
- Learn the methods and processes of intervention planning
- Gain a practical understanding of multiple planning approaches
- Get up to date on the latest theories, trends, and developments in the field

Both academic and practice settings need a realistic planning handbook based on system, not prescription. *Planning Health Promotion Programs* is the essential

guide to the process, equipping you with the knowledge and skills to develop solutions without a one-size-fits-all approach.

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## **Editorial Review**

From the Back Cover

### **THE REVISED AND UPDATED GUIDE FOR UNDERSTANDING AND USING INTERVENTION MAPPING**

*Planning Health Promotion Programs* is the go-to reference in the field. Now in its fourth edition, this volume offers students and practitioners an effective guide to the overall planning process. Based on the proven Intervention Mapping framework, this essential resource outlines the steps, tasks, and processes that draw on a variety of approaches to help develop dynamic health promotion and education programs. Designed to be practical, the handbook equips users with the knowledge and skills needed to create targeted solutions.

The text reveals how to choose theories and integrate constructs from a variety of sources and shows how to merge theories in order to clearly describe health problems, develop appropriate promotions, and create education solutions. Revised and updated, the fourth edition includes information on the latest theories and reviews trends in public health such as competency-based training and inter-professional education. In addition, this edition contains a wealth of new examples and illustrative case studies that shows how the concepts work in actual settings. The companion website includes classroom ready lecture slides, additional case studies, and a test bank.

*Planning Health Promotion Programs, Fourth Edition* is the thoroughly updated resource needed to explore the developments, methods, theories, and processes of intervention planning.

About the Author

**L. KAY BARTHOLOMEW ELDREDGE, EdD, MPH**, is a distinguished teaching professor of health promotion and behavioral sciences and associate dean for academic affairs at the University of Texas Health Science Center at Houston (UTHealth) School of Public Health.

**CHRISTINE M. MARKHAM** is an associate professor of health promotion and behavioral sciences and an associate department chair at the UTHealth School of Public Health.

**ROBERT A. C. RUITER, PhD**, is the Head of the Department of Work and Social Psychology at the Faculty of Psychology and Neuroscience, Maastricht University, the Netherlands.

**MARÍA E. FERNÁNDEZ, PhD**, is a professor of health promotion and behavioral sciences at the UTHealth School of Public Health.

**GERJO KOK, PhD**, is a former dean of the Faculty of Psychology and Neuroscience, Maastricht University, the Netherlands.

**GUY S. PARCEL, PhD**, is dean emeritus and a former professor of health promotion and behavioral sciences at the UTHealth School of Public Health.

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