



Essential Readings in Health Behavior Theory and Practice

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ABOUT THE EDITOR:

Richard K. Riegelman, MD, MPH, PhD, is Professor of Epidemiology-Biostatistics, Medicine, and Health Policy, and Founding Dean of The George Washington University School of Public Health and Health Services in Washington, DC. He has taken a lead role in developing the Educated Citizen and Public Health initiative which has brought together arts and sciences and public health education associations to implement the Institute of Medicine of the National Academies recommendation that “. . . all undergraduates should have access to education in public health.” Dr. Riegelman also led the development of George Washington’s undergraduate major and minor and currently teaches “Public Health 101” and “Epidemiology 101” to undergraduates.



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About the Editor

Mark Edberg, PhD, is an applied and academic anthropologist with almost 20 years of significant experience in social and community research, primarily in public health. Currently an Associate Professor in the Department of Prevention and Community Health, The George Washington University School of Public Health and Health Services, with a joint appointment in the Department of Anthropology, Dr. Edberg has been Principal Investigator or Co-Principal Investigator on numerous studies for the Centers for Disease Control and Prevention (CDC), National Institutes of Health, Department of Health and Human Services, and other agencies, focusing on HIV/AIDS, violence, substance abuse prevention, minority health/disparities in health, and marginalized and at-risk populations. Currently, Dr. Edberg is Principal Investigator (PI) on a four-year research effort funded by the CDC to develop and evaluate a youth violence prevention intervention targeting community-modifiable factors in a Latino community in the Washington, DC, metro area, and he is Co-PI on a new CDC RO1 to examine the etiology of gender violence in the same community. He is also Co-PI on a CDC research panel effort to investigate linkages between macroeconomic factors and youth violence, Co-PI on an effort to evaluate a sexual exploitation/trafficking prevention program,¹ as well as a consultant to UNICEF (Latin America–Caribbean) regarding adolescent/youth data collection. Recently he was lead consultant on a community assessment of HIV, STI, and hepatitis risk among Latino and African-American youth in Washington, DC. For the U.S. Office of Minority Health (OMH), he was Co-Project Director on an effort to develop an evaluation framework for efforts by states and U.S. territories to eliminate minority health disparities, and he is Science Advisor on the continuing implementation of a Uniform Data Set (evaluation) for all OMH-funded activities.

Recently, Dr. Edberg was Co-PI on an innovative quantitative/qualitative study for the National Institute on Drug Abuse (NIDA) on substance abuse and HIV risk among three Southeast Asian populations in the Washington, DC, metro area. Dr. Edberg also directed an effort to develop an evaluation data system for *all* grant programs funded by the U.S. Office of Minority Health (Department of Health and Human Services). This system is now Internet based and was the result of two previous projects for the same agency involving in-depth evaluation of agency programs. The Department of Health and Human Services gave this project a *Best Practices in Evaluation* award. Other recent research efforts include: ethnographic research in the United States–Mexico border region on the public image of narcotraffickers and the relationships between this public image to violence and other risk behaviors (this work is documented in a recent book published by the University of Texas Press); Co-PI for the Washington, DC, site under the NIDA Cooperative Agreements to Evaluate HIV/AIDS Risk Behavior Interventions with injection drug and crack users; PI for two small NIH-funded efforts to research and develop strategies for reaching out-of-treatment drug users for HIV testing and for reaching low-income Hispanic/Latino women toward the goal of increasing use of prenatal care and reducing infant mortality; field ethnographer for a NIDA study on risk behavior among runaway youth; and evaluator,

¹Both of these projects are in collaboration with a private research organization, Development Services Group, Inc. (DSG).

trainer, and other positions for a range of community intervention and social marketing projects concerning substance abuse, smoking, HIV/AIDS, and violence. Dr. Edberg has also worked, under USAID contract, in Honduras and Puerto Rico as part of a democracy development project.

At the graduate level, Dr. Edberg teaches Health Behavior and Health Education (PH206) and Qualitative Research Methods (PH364); at the undergraduate level he developed and has taught two new courses in Social and Behavioral Theory for Health Education/Promotion (PH121) and the Impact of Culture on Health (PH185). He has also taught Research Methods in Sociocultural Anthropology and Psychological Anthropology for the Department of Anthropology. Dr. Edberg is the author of a text for undergraduate social/behavioral theory entitled *Essentials of Health Behavior: Social and Behavioral Theory in Public Health* (Jones and Bartlett Publishers, 2007), and he has published a number of other books and articles. Dr. Edberg is a Fulbright short-term scholar awardee and a Fellow of the Society for Applied Anthropology.

Dr. Edberg's outside interests include music; he is founder, songwriter, lead guitar, and vocals for an original modern-rock group called the Furies (www.furiesmusic.com). In addition to performing at clubs and other venues, the Furies have performed at benefit and social-issue-related events.



Preface

Essential Readings in Health Behavior: Theory and Practice is organized into parts that parallel the main text. In each chapter, a selection of readings relevant to the part topic is presented. For purposes of space, readings are primarily excerpts, not entire articles or chapters. In some cases, these readings are from key articles by or about the social/behavioral theories discussed in that part; in other cases the readings are taken from commentary on theories or examples of studies and programs in which a particular theoretical approach was used or assessed.

Because the material covered in the main text is extensive and comprehensive, no reader can adequately represent what is covered in the text. However, *Essential Readings in Health Behavior* can be viewed as a sample of material that can supplement the text and provide additional insight with respect to the thinking behind, and uses of, the range of theoretical approaches and models covered in the text and their applications to health promotion programs.

