



Theoretical Foundations of Health Education and Health Promotion

Second Edition

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Manoj Sharma, MBBS, CHES, PhD

Professor, Health Promotion & Education

Professor, Public Health

University of Cincinnati

John A. Romas, MPH, PhD, LPC

Professor Emeritus, Department of Health Science

Minnesota State University



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PREFACE

We have been extremely pleased with the response that the *First Edition of Theoretical Foundations of Health Education and Health Promotion* received from its readership. This book has been used in both undergraduate courses and introductory graduate-level courses. We hope we will receive the same love, support, and admiration with the launch of this *Second Edition*.

The field of health education and health promotion has evolved from the early days of focusing on information dissemination to knowledge-based programs to present-day theory-based behavior change interventions. This introductory text for undergraduate students, entry-level graduate students, and practitioners working in the field summarizes common theories from the behavioral and social sciences that are being used in health education and health promotion. Hence this book is required reading for all students in public health and health education.

Theoretical Foundations of Health Education and Health Promotion provides an accessible, uniform approach to understanding the theories commonly used in health education and health promotion. Each theory is described in a consistent and uniform manner and discussed in simple language with an emphasis on practical applications. The book is neither overwhelming nor too short, and is compatible for teaching in a quarter or a semester-long course. The information presented here is in consonance with the core competencies for entry-level practitioners described by the National Commission for Health Education Credentialing (NCHEC) and provides a useful review for those preparing to take the certification examination. The book is also useful for those preparing for the Certified in Public Health (CPH) exam administered by the National Board of Public Health Examiners (NBPHE). Each chapter offers several learning tools to aid readers in understanding and learning to apply theory-based behavior change interventions:

- Key concepts and chapter objectives begin each chapter and help readers focus their attention and retain important information.
- Chapter summaries conclude each chapter and provide an opportunity for readers to prepare for exams and master key concepts effectively by reinforcing important topics and key terms. Key terms and their definitions are also provided in the glossary at the end of the book.

- Boxed quotations highlight the theorists or important aspects of the theory and provide a direct flavor of the actual theory.
- Each chapter begins with a discussion of the historical genesis and constitutive constructs of the theory. This foundation is followed by a clear delineation of the constructs of the theory, which helps readers understand the process by which the theory is reified and used in health education and health promotion. This process of simplification of constructs helps the health education and health promotion student to apply these constructs in designing programs.
- New to the *Second Edition*, Application Exercises in each chapter present a case study that urges readers to apply concepts discussed in the chapter and to retrieve additional applications from the literature.
- Each discussion of theory is accompanied by a practical Skill-Building Activity in the context of planning and evaluation along with a set of application questions. This activity will assist readers in mastering the application of the theory to community, school, worksite, or patient care settings.
- Up-to-date examples of applications from current literature are included throughout the text and serve as ideas for designing interventions and resources for initiating literature review.
- Each chapter includes a Websites to Explore section that encourages readers to participate in a specific interactive activity to enhance their learning on the topic.

INSTRUCTOR AIDS

We have prepared a set of PowerPoint slides for each chapter that instructors can use for classroom lectures. Instructors also have access to a series of online TestBank questions for each chapter. Instructor resources and additional resources for students may be accessed at <http://health.jbpub.com/foundations/2e>.

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