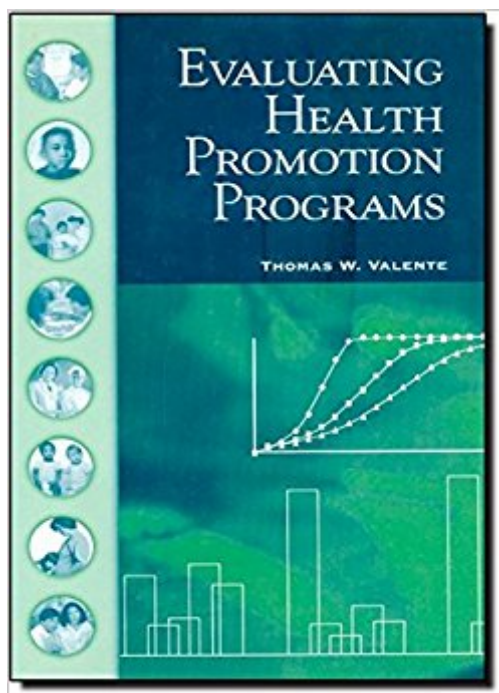


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# Evaluating Health Promotion Programs



## Synopsis

This is a comprehensive guide to the frameworks, theories, and methods used to evaluate health promotion programs. The book builds on the author's experience in evaluating health communication projects in the US and developing countries and in teaching evaluation to graduate-level students in public health. It will be useful both to students and to researchers and practitioners involved in all types of evaluation activities. The chapters are divided into three sections. Part I covers health promotion frameworks and theories, formative research, and process evaluation methods. Part II deals with study designs, the techniques to determine sample selection and size, writing questionnaires, constructing scales, and managing data. Part III uses data from a national campaign to illustrate methods for impact evaluation including basic and advanced statistical analysis. This text provides the tools needed to understand how and why evaluations are conducted, and it will serve as a reference for evaluators. It covers every aspect of the research and evaluation activities needed to assess a health promotion program.

## Book Information

Hardcover: 328 pages

Publisher: Oxford University Press; 1 edition (February 15, 2002)

Language: English

ISBN-10: 0195141768

ISBN-13: 978-0195141764

Product Dimensions: 9.3 x 1.2 x 6.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #296,542 in Books (See Top 100 in Books) #48 in [Books > Medical Books > Dentistry > Preventive](#) #265 in [Books > Medical Books > Research](#) #393 in [Books > Textbooks > Medicine & Health Sciences > Research](#)

## Customer Reviews

Thomas W. Valente is at Johns Hopkins University.

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