DESCRIPTION

Health promotion is an increasingly important part of the work of most health professionals. Yet health promotion is qualitatively different from traditional health care activities.

This book will be a focused introduction to, and exploration of, ethical issues in health promotion. It aims to provide a rationale for the underlying value of health promotion and for resolving value conflicts. To what extent should an individual be obliged to contribute to the collective health of a society? Should a society be more concerned to promote health than to treat existing disease and illness? Indeed can a society be said to have a responsibility for the health of its members?

The first part of the book addresses the theoretical context of ethics and health promotion. The second part focuses on examples relating to nursing and other health professionals, using a case study approach. The book will be invaluable in helping professionals understand and respond to ethical challenges in practical ways.

ABOUT THE AUTHOR

Alan Cribb is at the Centre for Public Policy Research, King's College, London. Peter Duncan was formerly Chair of the Principles of Practice group of the Society of Heath Education and Promotion Specialists.
FEATURES

* Firmly locates health promotion issues in the arena of professional ethics
* Elucidates the ethical issues and gives guidance on resolving potential conflicts
* Written from a multi-disciplinary perspective

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