DESCRIPTION

The second edition of this popular introductory textbook has been fully revised to provide a totally up-to-date guide to the practical aspects of promoting health. Focusing on the range of skills needed to become an effective practitioner, it takes readers step-by-step through the different settings in which health promotion takes place, and the various tools they might employ. The book offers accessible and comprehensive coverage of all the key topics in contemporary health promotion, including chapters on health promotion through the lifespan, one-to-one communication, working with groups, using the media and digital technologies, advocacy, and planning and management.

As well as incorporating the most recent government policies and initiatives in public health, the new edition draws on the very latest literature and statistics. In particular, there is new and expanded material on issues such as: community initiatives and social capital; novel resources offered by digital technologies; health literacy; health in the media; stress in the workplace, and much more.

Throughout the text there are activities to develop students’ understanding and encourage reflective practice. Each chapter opens with a list of the central issues and learning objectives, and key terms highlighted in the text are clearly explained. Carefully chosen figures and photographs enliven and reinforce the text, while a well-designed website (www.politybooks.com/healthpromotion) offers up-to-date online resources to test and extend students’ learning.

The new edition of Practical Health Promotion will continue to be the ideal and indispensable practical guide to health promotion for students at all levels. It will inspire anyone involved with health care to find practical ways of promoting positive change.
ABOUT THE AUTHOR

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NEW TO EDITION

- Refers to the latest policies and government initiatives relating to health promotion, such as the Health Child Programme, Expert Patient Programme, and new Dept of Education goals for health promotion in schools

- All data and statistics updated

- Incorporates the very latest literature on health promotion and public health

- Further reading sections substantially updated and revised

- Extra material on issues such as: community initiatives and social capital; latest opportunities offered by digital technologies; health literacy; health in the media; stress in the workplace, and much more

FEATURES

• The most introductory and practically focused textbook on health promotion available
• New edition brings the book right up-to-date with latest guidelines, health promotion issues, as well as methods and resources such as digital technologies

• Full of thoughtfully compiled pedagogical tools, such as practical learning activities, case studies, and resources for further guidance

• Accompanied by a feature-packed website

For additional product details, please visit https://www.wiley.com/en-us