



Planning, Implementing, & Evaluating Health Promotion Programs: A Primer (6th Edition)

By James F. McKenzie, Brad L. Neiger, Rosemary Thackeray

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"[Planning, Implementing, and Evaluating Health Promotion Programs: A Primer] provides a very clear and concise explanation on how to develop a Health Promotion Program. The book provides excellent examples and activities for application of Program Planning as well as ties in each step so the final process makes sense. I also like that the book prepares and encourages students to take the CHES exam as well as gives them the tools they need to be successful."

— Aimee Richardson, Adjunct Faculty, American University, Washington, DC

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- Sales Rank: #70058 in Books
- Brand: Unknown
- Published on: 2012-05-05
- Ingredients: Example Ingredients
- Format: Abridged
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x 1.20" w x 7.30" l, 1.90 pounds
- Binding: Paperback
- 512 pages

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Editorial Review

About the Author

Jim McKenzie was the first to come out with a book that combines program planning, implementing, and evaluating all in one place. A Professor at Penn State Hershey and a Professor Emeritus at Ball State University, he is Master Certified Health Education Specialist (MCHES). He also serves as the Coordinator of the Division Board of Certified Health Education Specialists of the National Commission for Health Education Credentialing.

Brad Neiger is the chair of the Health Science Department at Brigham Young University. Brad has also served in the field within the Utah State Department of Health and the National Health Institute.

Rosemary Thackeray is an Associate Professor at Brigham Young University. She has revised the marketing chapter, her area of expertise.

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