



# TRANSITION GUIDE TO

# Planning, Implementing and Evaluating Health Promotion Programs

## EIGHTH EDITION

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**Planning, Implementing, and Evaluating Health Promotion Programs, Eighth Edition** provides students with a comprehensive overview of the practical and theoretical skills needed to plan, implement, and evaluate health promotion programs in a variety of settings. The *Eighth Edition* incorporates a straightforward, step-by-step format to make concepts clear and the full process of health promotion planning understandable. This edition features updated information throughout, including the most current Responsibilities, Competencies and Subcompetencies (NCHEC & SOPHE, 2020), the Code of Ethics for the Health Education Profession (CNHEO, 2020), a Report of the Joint Committee on Health Education and Promotion Terminology, and a new set of goals and objectives for the nation — Healthy People 2030.

### NEW TO THE EIGHTH EDITION

In revising **Planning, Implementing, & Evaluating Health Promotion Programs, Eighth Edition**, we incorporated as many suggestions from reviewers, colleagues, and former students as possible. Since the last of edition of this book was published, several major documents that impact the program planning have been released/revised. In addition to the new Responsibilities, Competencies and Subcompetencies (NCHEC & SOPHE, 2020) noted above, there is a revised Code of Ethics for the Health Education Profession (CNHEO, 2020), a Report of the Joint Committee on Health Education and Promotion Terminology (Videto & Dennis, 2021), and a new set of goals and objectives for the nation— *Healthy People 2030* (USDHHS, 2020). The content of these documents is reflected in this updated book. There also has been a slight reordering and retitling of the chapters. The chapter on marketing has moved from Chapter 12 to Chapter 9. The rationale behind this change is based on the importance of marketing to creating an intervention that will be adopted by the priority population.

This change has also impacted the order and titles of Chapters 10 through 12. In addition to updating material, adding new visual components, and, where appropriate, new application boxes throughout the text, the following points reflect the major changes in this new edition:

#### **Incorporates a new Full-Color design and art program**

**CHAPTER 1** now includes discussions about the six dimensions of wellness and the social determinates of health, and an overview of Healthy People 2030.

**CHAPTER 2** has been expanded to include additional information on The Community Guide and provides an updated example of a written program rationale.

**CHAPTER 3** has been streamlined to provide more information about fewer planning models with emphasis on the Generalized Model. Because of the role non-profit hospitals play in community health, new information about ACHI's Community Assessment Toolkit has been added.

More on the next page.

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**CHAPTER 4** includes new information about issues to consider before conducting a needs assessment and additional information on conducting surveys as a means of collecting needs assessment data.

**CHAPTER 5** now incorporates more practical examples to explain the different levels of measurement and how best to sample a population.

**CHAPTER 6** now includes an expanded discussion on the various levels of objectives and how to go about developing objectives.

**CHAPTER 7** includes additional information on the socio-ecological approach and its application to creating an intervention. Also, information about logic models has been moved to this chapter.

**CHAPTER 8** features new information on Public Health 3.0, Design Thinking, and systems thinking. The chapter also includes a new section on how to select the right strategies for an intervention, and expansions of advocacy strategies, and the levels of evidence, including a flow chart to aid in determining the level of evidence for an intervention.

**CHAPTER 9** *Marketing*, (formerly Chapter 12) includes new marketing examples and several new boxes, which make the text less dense and easier to read.

**CHAPTER 10** *Community Organizing and Community Building*, (formerly Chapter 9) provides more information on the need for community organization and an expanded discussion of working with diverse populations.

**CHAPTER 11** *Preparing for Implementation*, (formerly Chapter 10 Identification and Allocation of Resources) has been reworked providing background information about successful implementation including creating an action plan. Also, information about timelines has been moved to this chapter.

**CHAPTER 12** *Carrying Out Implementation and Management*, includes three new sections on sustainability, cultural humility, and on reaching out to the media.

**CHAPTER 13** now includes information on the need to conduct meaningful evaluation regardless of program type, size, or duration. The chapter also includes expanded content on the purposes of evaluation and practical issues or barriers in conducting an evaluation.

**CHAPTER 14** includes several new figures and new boxes to illustrate case studies for 1) pretesting, 2) pilot testing, 3) quasi-experimental design, 3) one group pretest-posttest design, 4) process evaluation, and 5) interrupted time series design.

**CHAPTER 15** now includes updated guidelines for developing a written report, a new table showing non-parametric statistics and their parametric equivalents, and a new section on data visualization.

## KEY PEDAGOGICAL FEATURES

Besides including the most current information in the field, each chapter includes updated and helpful learning aids for both students and instructors.

- **Responsibilities and Competencies Boxes** Readers will find useful boxes that contain the responsibilities and competencies for health education specialists that are applicable to the content of the chapter, and are based on the latest data in the field.
- **Review Questions** The questions at the end of each chapter reinforce the objectives and key terms presented in each chapter and allow readers to test their mastery of chapter content.
- **Activities** Each chapter includes several activities that allow students to use their new knowledge and skills. The activities are presented in several formats, and often build on activities found in earlier chapters.
- **Includes Navigate** Every new print copy includes 365-day access to Navigate Advantage which provides an interactive eBook, flashcards, web links, slides in PowerPoint format, and more.

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## INSTRUCTOR RESOURCES

Instructor Resources include: Slides in PowerPoint format, Lecture Outlines, Test Bank, Weblinks, and Image Bank.