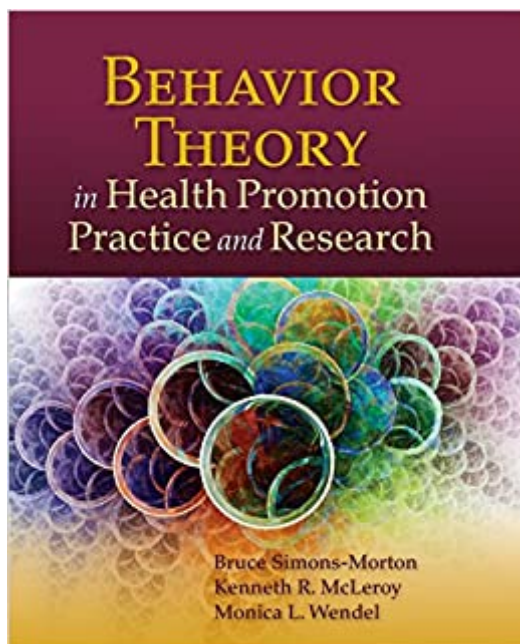


The book was found

# Behavior Theory In Health Promotion Practice And Research



## Synopsis

Grounded in public health practice, this text offers a comprehensive study of the health behavior theories that are the foundation of all health education and promotion programs. Your students will come away with a clear understanding of essential relationships between human behavior and health, as well as the practical application of theory and approaches to health promotion research and practice. Designed for graduates or upper level undergraduates, the book maintains a consistent, single voice and offers many examples throughout. Contents: Section I. Theory in Context: 1. Health Behavior in the Context of Public Health 2. A Social Ecological Perspective 3. Theories of Motivation and Behavior: A Brief History and Contemporary Perspectives Section II. Cognitive and Social Theories of Motivation and Behavior 4. Expectancy Value Models 5. Operant Conditioning, Self-Regulation, and Social Cognitive Theory 6. Social Influence Theory: The Effects of Social Factors on Health Behavior 7. Diffusion of Innovations Theory Section III. Behavior Change Theories 8. Learning, Teaching, and Counseling 9. Self-Determination Theory and Motivational Interviewing 10. Stage Models 11. Health Communication and Social Marketing 12. Communities and Health Promotion

## Book Information

Paperback: 428 pages

Publisher: Jones & Bartlett Learning; 1 edition (September 30, 2011)

Language: English

ISBN-10: 0763786799

ISBN-13: 978-0763786793

Product Dimensions: 7.5 x 0.9 x 9.2 inches

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

Average Customer Review: 4.1 out of 5 stars 11 customer reviews

Best Sellers Rank: #63,399 in Books (See Top 100 in Books) #66 in [Books > Textbooks >](#)

[Medicine & Health Sciences > Research > Epidemiology](#) #84 in [Books > Medical Books >](#)

[Administration & Medicine Economics > Public Health > Epidemiology](#) #114 in [Books >](#)

[Textbooks > Medicine & Health Sciences > Administration & Policy > Public Health](#)

## Customer Reviews

This is the worst textbook I have ever used. Basic concepts are not clearly defined, despite their being plenty of words. The only way for me to successfully use this textbook is to look through the chapters for key words and the names of theories, so I can get on the internet and read about them

in more clearly defined terms. I also notice the definitions described in this text often vary from the generally accepted definitions in other textbooks and credible sources. There have been arguments in class with the professor because of this. Avoid at all costs, and certainly don't waste your time reading through the chapters if you unfortunately have to buy this for a class.

I purchased this book for a behavior theory course and I find it gives you enough information to get a good grasp on things. However, it is something that does need to be supplemented as it does not necessarily give an in-depth explanation with sufficient examples. Overall, I can see myself using this book as a quick reference/refresher.

Great

I thought that this book provided an overview of the major theories of health promotion, though I found myself on many occasions needing to go to supplementary materials for more detail.

great!

This book is definitely helpful for Health Behavior and has some good foundations to help with Capstone planning. I would definitely recommend it!

Thanks

useable book

[Download to continue reading...](#)

Health Communication: From Theory to Practice (J-B Public Health/Health Services Text) - Key words: health communication, public health, health behavior, behavior change communications  
Health Promotion and Disease Prevention in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice)  
Health Promotion in Nursing Practice (7th Edition) (Health Promotion in Nursing Practice ( Pender))  
Health Promotion in Nursing Practice (Health Promotion in Nursing Practice ( Pender))  
Behavior Theory In Health Promotion Practice And Research Foundations for Health Promotion, 4e (Public Health and Health Promotion)  
Health Promotion Throughout the Life Span, 7e (Health Promotion Throughout the Lifespan (Edelman))  
Health Promotion Throughout the Life Span, 8e (Health Promotion Throughout the Lifespan (Edelman))  
Health Promotion Throughout

the Life Span - E-Book (Health Promotion Throughout the Lifespan (Edelman)) Health Behavior and Health Education: Theory, Research, and Practice Health Behavior: Theory, Research, and Practice (Jossey-Bass Public Health) Emerging Theories in Health Promotion Practice and Research: Strategies for Improving Public Health Health Promotion Programs: From Theory to Practice (Jossey-Bass Public Health) Understanding Human Behavior: A Guide for Health Care Providers (Communication and Human Behavior for Health Science) Research Methods in Health Promotion Health Promotion & Education Research Methods: Using The Five Chapter Thesis/ Dissertation Model Theory in a Nutshell: A Practical Guide to Health Promotion Theories Creative Research: The Theory and Practice of Research for the Creative Industries (Required Reading Range) Teaching Strategies For Health Education And Health Promotion: Working With Patients, Families, And Communities Needs And Capacity Assessment Strategies For Health Education And Health Promotion

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)