4TH EDITION

## HEALTH

Planning and Strategies

JACKIE GREEN RUTH CROSS JAMES WOODALL KEITH TONES





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Presenting seminal health promotion texts alongside contemporary health promotion practice, this 4th edition is the comprehensive text for health promotion practitioners. Committed to equity and empowerment, the authors illustrate the essential role of health promotion in reducing inequities and improving health outcomes; resulting in an invaluable text for everyone working in public health.

Karen Hicks, Senior Lecturer, University of Auckland

Globally recognized as the definitive text on health promotion, this 4th edition becomes ever more useful for public health and health promotion courses around the world. It offers a firm foundation in health promotion before helping you to understand the process of planning, implementing and assessing programmes in the real world.

To further help you in your studies, the book comes with a range of online resources, which include:

- · Fifteen original case studies from around the world
- · Further reading to help with assignments and exams
- · Seminar questions for lecturers to use in their teaching

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