



Developing Health Promotion Programs

David J. Anspaugh, Mark B. Dignan, Susan L. Anspaugh

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Developing, implementing, and evaluating health promotion programs that meet the needs of individuals they serve can be a daunting task. This easy-to-read text smooths the way for students and professionals to master the challenges they will face. Although geared primarily toward the worksite, this comprehensive introduction to the philosophy, rationale, and guidelines for developing health promotion programs is presented in a basic, generalized format that applies equally well in the public and the private sectors. The new edition comprehensively covers the components of successful programs in both corporate and community settings, including managerial roles and responsibilities, effective planning and budgeting strategies, and invaluable advice on marketing and risk management, incorporating the latest in ACSM standards and guidelines. The authors provide a comprehensive treatment of program evaluation models and assessment instruments, emphasizing the goals of health and wellness through long-term behavior change. As a valuable resource for enhancing awareness of the underpinnings of health promotion programs, the text is appropriate for a variety of health-related areas, including fitness, wellness, nursing, psychology, and nutrition.

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