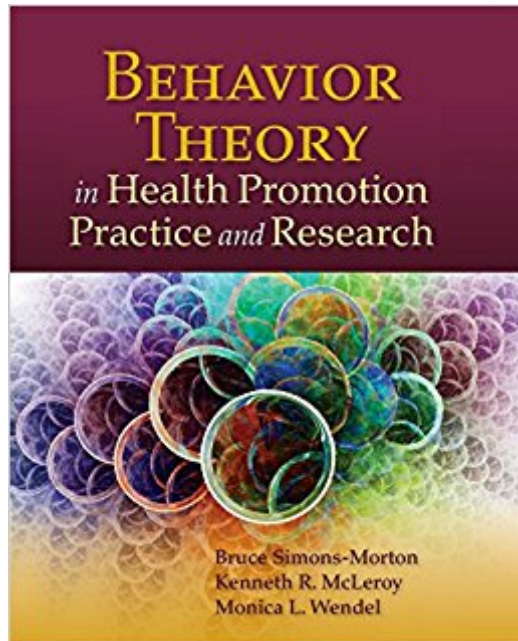




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# Behavior Theory In Health Promotion Practice And Research



## 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

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## 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

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