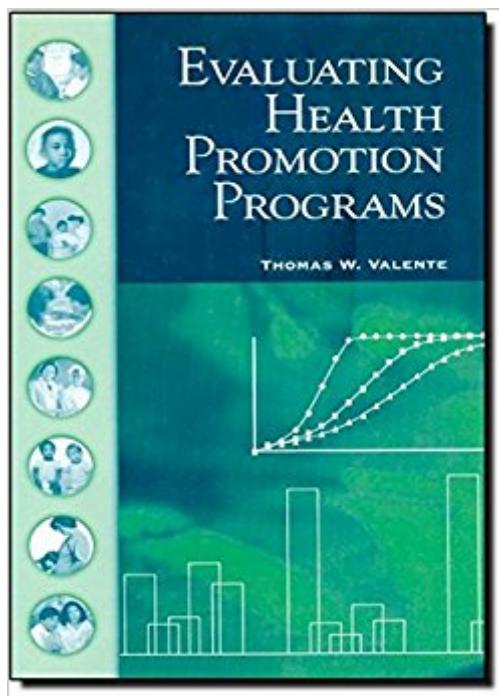


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Evaluating Health Promotion Programs



Synopsis

This is a comprehensive guide to the frameworks, theories, and methods used to evaluate health promotion programs. The book builds on the author's experience in evaluating health communication projects in the US and developing countries and in teaching evaluation to graduate-level students in public health. It will be useful both to students and to researchers and practitioners involved in all types of evaluation activities. The chapters are divided into three sections. Part I covers health promotion frameworks and theories, formative research, and process evaluation methods. Part II deals with study designs, the techniques to determine sample selection and size, writing questionnaires, constructing scales, and managing data. Part III uses data from a national campaign to illustrate methods for impact evaluation including basic and advanced statistical analysis. This text provides the tools needed to understand how and why evaluations are conducted, and it will serve as a reference for evaluators. It covers every aspect of the research and evaluation activities needed to assess a health promotion program.

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Thomas W. Valente is at Johns Hopkins University.

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