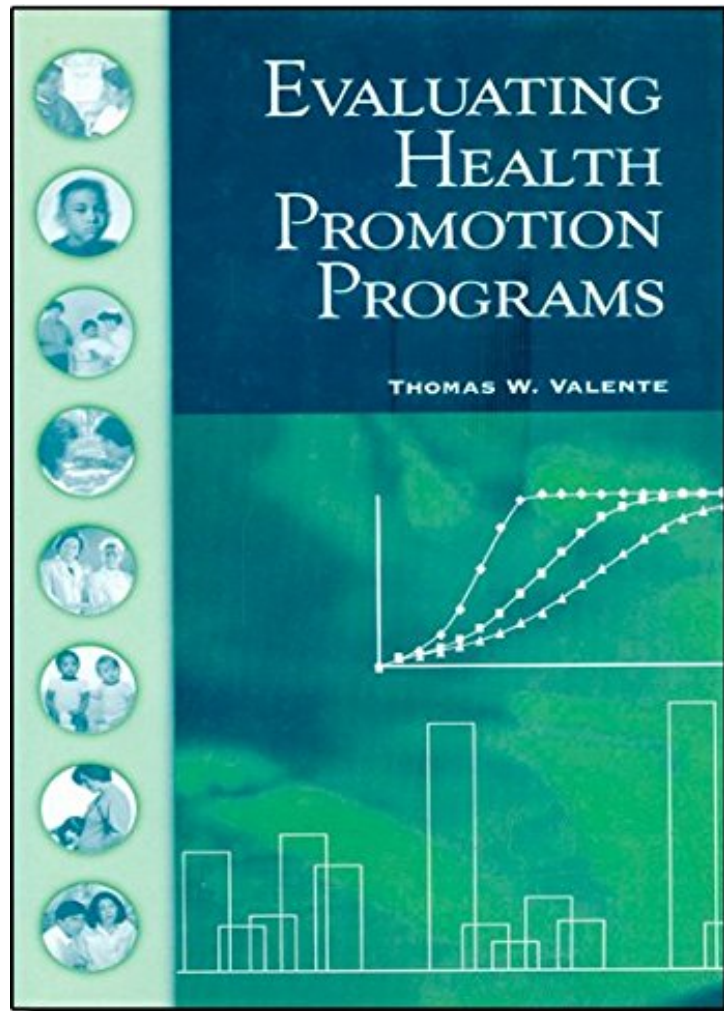


(Read and download) Evaluating Health Promotion Programs

Evaluating Health Promotion Programs

Thomas W. Valente

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#993980 in Books Thomas W Valente 2002-02-15Original language:EnglishPDF # 1 6.50 x 1.20 x 9.30l, 1.54 #File Name: 0195141768328 pagesEvaluating Health Promotion Programs | File size: 46.Mb

Thomas W. Valente : Evaluating Health Promotion Programs before purchasing it in order to gage whether or not it would be worth my time, and all praised Evaluating Health Promotion Programs:

0 of 0 people found the following review helpful. In great condition!By Silvia VerdugoIn great condition!!! Could not believe this is used, it only has a stamp from a library on the side. No wear or tare, looks completely new even came with a plastic protector. Saved a bunch on money on this book.0 of 0 people found the following review helpful. Five StarsBy Siqigood

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.

About the Author Thomas W. Valente is at Johns Hopkins University.