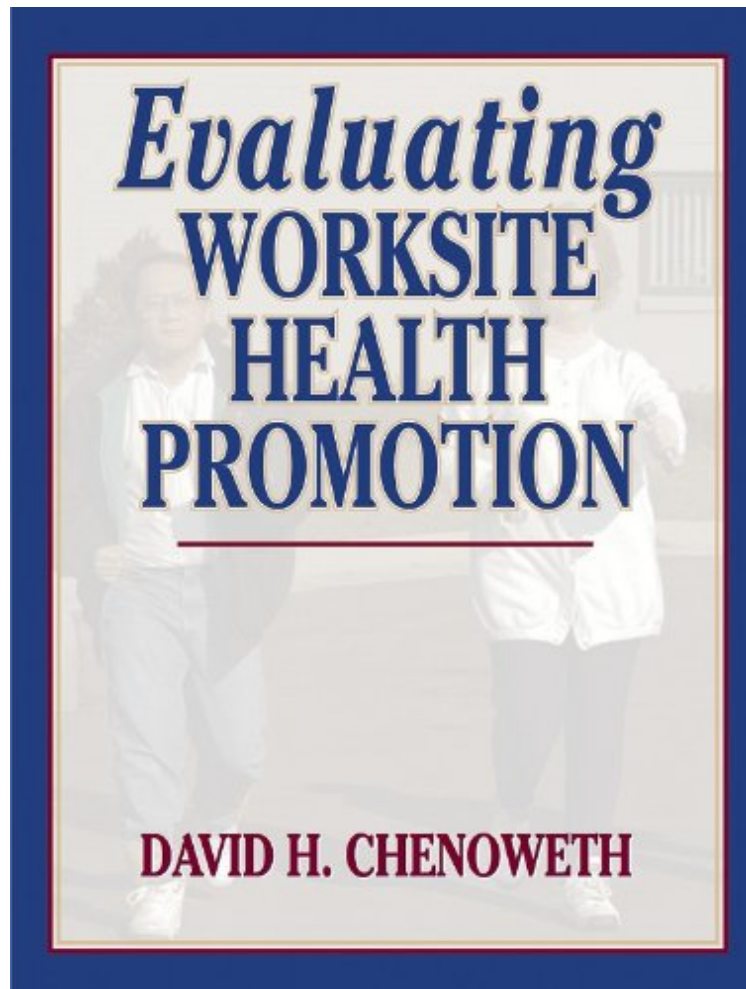


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## Evaluating Worksite Health Promotion

*David Chenoweth*

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**David Chenoweth : Evaluating Worksite Health Promotion** before purchasing it in order to gage whether or not it would be worth my time, and all praised Evaluating Worksite Health Promotion:

Written for both students and seasoned practitioners, *Evaluating Worksite Health Promotion* presents a practical framework for evaluating health promotion in a variety of organizational settings. The text lays a strong theoretical foundation, then builds on it with practical applications for containing costs and improving the power of programs. Drawing on more than 20 years of academic and private consulting experience, Dr. Chenoweth includes more than 19 case studies to deepen and broaden readers' understanding of how to conduct program evaluations in organizational settings. The book's detailed instructions guide readers through the steps of successful worksite health promotion

evaluations:-Working with variables, data, experimental design, and other basic concepts-Calculating benefit-cost, break-even and cost-effectiveness analyses, risk-factor cost appraisal, and forecasting -Creating and administering tools for evaluating program effectiveness, including questionnaires, surveys, interviews, and claims data analysis - Planning, conducting, and presenting an evaluationEvaluating Worksite Health Promotion also features user-friendly pedagogical aids such as chapter objectives, review questions, and What would you do? situations that encourage discussion and reflection.Practical and full of how-tos, this text is an ideal resource for readers seeking the financial, statistical, management, and measurement expertise required to conduct credible, objective, and successful evaluations.

"(This book) is required reading for anyone who's ever been asked to demonstrate the value of their program. Health Promotion Practitioner" (This book) is required reading for anyone who's ever been asked to demonstrate the value of their program. Health Promotion Practitioner About the Author David Chenoweth, PhD, is a professor of health education and worksite health promotion studies at East Carolina University where he has taught evaluation courses for more than 20 years. Dr. Chenoweth has directed and conducted evaluation projects in the public and private sectors for over two decades as president of Health Management Associates. He's made more than 400 presentations to various business and health care groups and has authored six books, including Planning Health Promotion at the Worksite, Health Care Cost Management, and Worksite Health Promotion.He is a fellow of the Association for Worksite Health Promotion (AWHP) and first vice president of AWHP's education committee. He received his PhD from Ohio State University in 1980.