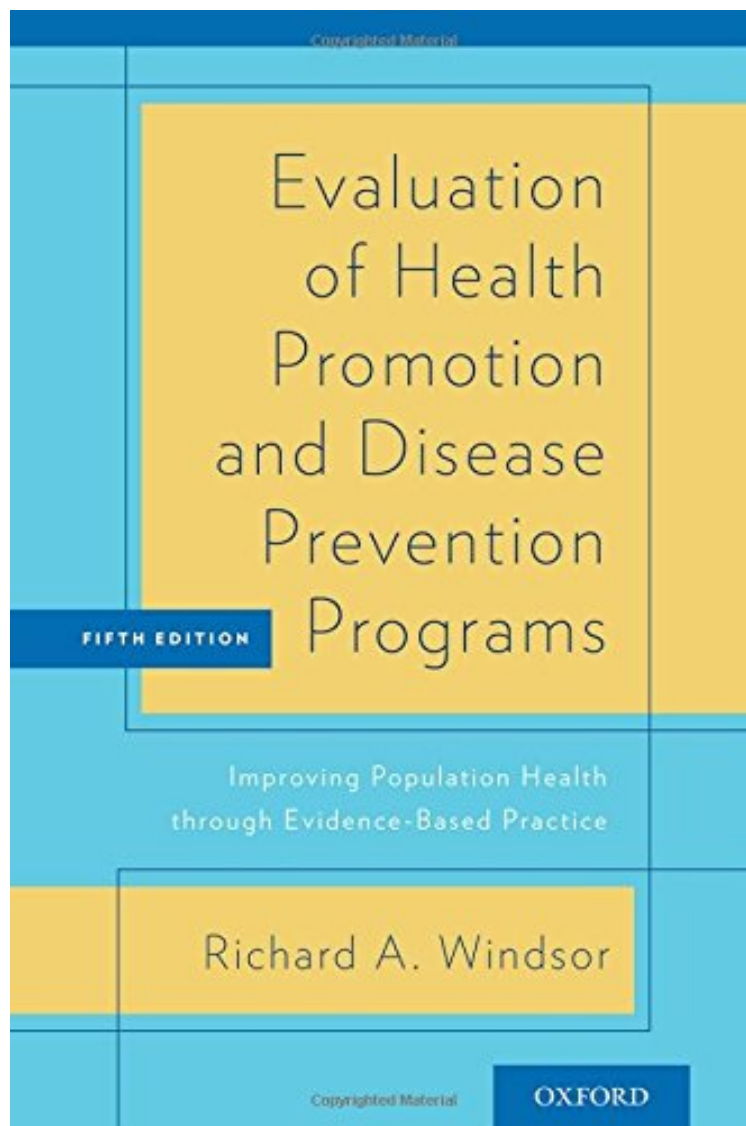


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## Evaluation of Health Promotion and Disease Prevention Programs: Improving Population Health through Evidence-Based Practice

*Richard Windsor*

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**Richard Windsor : Evaluation of Health Promotion and Disease Prevention Programs: Improving Population Health through Evidence-Based Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised Evaluation of Health Promotion and Disease Prevention Programs: Improving Population Health through Evidence-Based Practice:

0 of 0 people found the following review helpful. Poorly structured and edited book. By Leyna This book is tough to get through, the author is not clear, the flow of his thought is very hard to follow. There are a lot of typos and sentences that don't make sense (seriously, Oxford press?!). At times it feels like a stream of consciousness. For example, in the chapter on process evaluation, the author goes on and on about formative evaluation (mainly talking about how to pretest and pilot test materials) with just a few paragraphs on process evaluation that he explains through his own very vague "models." The author uses mostly his own studies to illustrate what he is talking about. In general, that material could be valuable, but it needs to be edited and restructured. Do not buy the book if you want to teach program evaluation, or learn more about program evaluation for practical application.

Evaluation of Health Promotion and Disease Prevention Programs offers conceptual and methodological frameworks for the six phases of health program evaluation: introduction to evaluation; models of evaluation planning; efficacy and effectiveness evaluation; measurement and analysis evaluation; process and qualitative evaluation; cost analysis and basic economic evaluation. By presenting these concepts through case studies, this text offers an innovative and didactic model for measuring health impact and health outcomes, then extending these measurements to establish an evidence base for future practice. This central competency in health promotion will be of use to graduate and post-graduate students in public and population health programs, plus health program practitioners working at the intervention forefront.

"This is a good starting point for someone unfamiliar with the importance of evaluations and measurement to determine the success of a program." -- Doody's  
About the Author Richard Windsor, PhD, MS, MPH, is Professor Emeritus of Prevention and Community Health at George Washington University. Dr. Windsor has more than 45 years of experience evaluating all aspects of local, state, and national health promotion and disease prevention programs. Over a 35-year period (1980-2014), he led an evidence-based counseling program cited by the Agency for Health Care Research and Quality (AHRQ, 2000 and 2008) for routine delivery to patients in prenatal care.