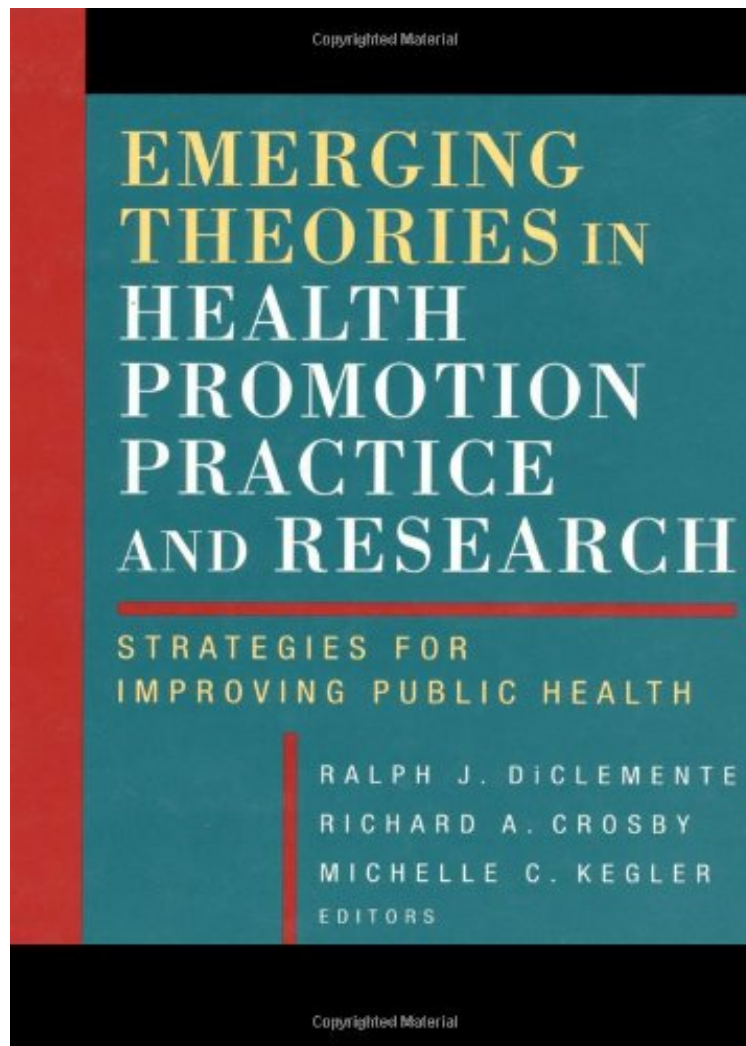


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Emerging Theories in Health Promotion Practice and Research: Strategies for Improving Public Health

Ralph J. DiClemente, Richard A. Crosby, Michelle C. Kegler
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From the Back Cover "Having so many theories put together thoughtfully, proximally, in a single book will help the field come to grips with what the role is of theories as we go forward and address the individual actions, and societal and community influencers of individual action, that promote healthy behaviors." --Jim Marks, director, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention "With its emphasis on newer or less frequently taught theories--many of the macro-level constructs such as social capital, community capacity, and natural helper models--Emerging Theories will no doubt serve as a vital resource for students and professionals throughout public health." --Jo Anne Earp, chair, Department of Health Behavior and Health Education, School of Public Health, University of North Carolina at Chapel Hill "The authors have brought together in one volume a breadth of theoretical views that is truly trans-disciplinary and multidimensional. The scope of theories offers an impressive and enlightening array of views that extend across individual, family, community, and cultural dimensions." --Carlo C. DiClemente, professor and chair, Department of Psychology, University of Maryland Baltimore County "This volume concisely scans the behavioral science landscape to integrate the most promising theoretical constructs for health promotion over the next decade. It challenges both researchers and practitioners to think outside the box, while emphasizing the necessity of interdisciplinary exploration and practice to create healthy communities." --Elaine Auld, executive director, Society for Public Health Education "Here is the volume on health promotion theories. It takes a master to synthesize a huge field like this one." --Everett M. Rogers, Regents' Professor, Communication and Journalism, University of New Mexico "As we search for ways to effectively reach individuals yet improve health in whole populations, the understanding and application of theory become critical. The theories in this book mark an important evolution in the field of public health. Not just for academic students, this book will be a major contribution to the efforts of practitioners who seek science that will provide practical relevance to the everyday study and use of public health." --Lisa M. Carlson, vice president, Population Health, Arthritis Foundation