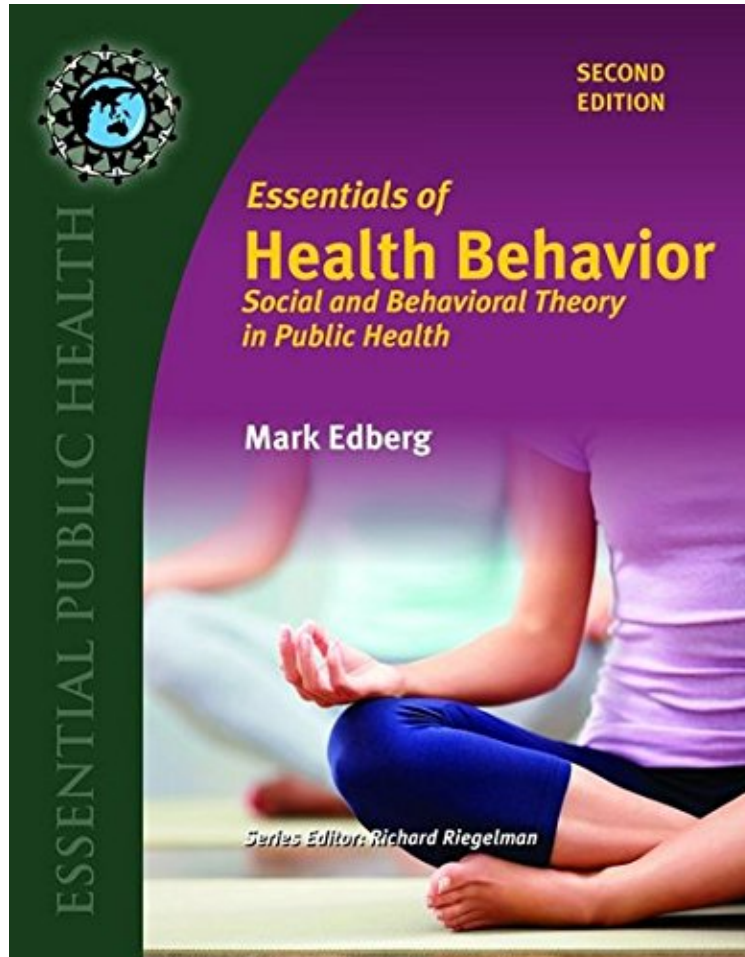


Essentials Of Health Behavior (Essential Public Health)

Mark Edberg

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Health promotion, education, and prevention programs ultimately focus on changing health behavior. Essentials of Health Behavior, Second Edition provides the groundwork for understanding, assessing, and effectively applying

theories of human behavior within the practice of public health. In clear and accessible language, it provides the student with a background of the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts. Filled with real life examples and profiles, the text explores some of the ways in which these theories and approaches are used in applied health promotion efforts. This book will: - Introduce students to the relationship between behavior and a selection of major health issues. - Provide an introductory background to the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts. - Explore some of the ways in which these theories and approaches are used in applied health promotion efforts. The Second Edition offers: - New chapter on multi-level theories and frameworks - Updated examples of application and practice throughout - Additional information on several of the theories presented, such as the Diffusion of Innovations theory and the Social Cognitive Theory Looking for more real-life evidence? Check out Cases 3, 5-11, 13, 18, 20 in Essential Case Studies in Public Health, Putting Public Health into Practice.