



Assessment and Planning in Health Programs

Bonni C. Hodges , Donna M. Videto

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Assessment and Planning in Health Programs, Second Edition enables students and practitioners to successfully plan, implement, and evaluate programs and interventions that will assist individuals and groups in maintaining and improving their health. Written in an accessible manner, this comprehensive text provides an overview of needs assessment, program planning, and program evaluation, and explains several goals and strategies for each. It addresses the importance and use of theories, data collection strategies, and key terminology in the field of health education and health promotion.

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