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an incisive up to date and comprehensive treatment of effective health promotion programs in the newly revised third edition of health

promotion programs from theory to practice health and behavior experts drs carl i fertman and melissa grim deliver a robust exploration of the history and rapid evolution of health promotion programs over the last three decades the authors describe knowledge advances in health and behavior that have impacted the planning support and implementation of health promotion programs with thoroughly updated content statistics data figures and tables the book discusses new resources programs and initiatives begun since the publication of the second edition in 2016 key terms and for practice and discussion questions have been revised and the authors promote the use of health theory by providing the reader with suggestions models boxes and templates a renewed focus on health equity and social justice permeates much of the book and two significant health promotion and education events the hespa II study and healthy people 2030 are discussed at length readers will also find a thorough introduction to health promotion programs including the historical context of health promotion settings and stakeholders for health promotion programs advisory boards and technology disruption and opportunities for health promotion comprehensive explorations of health equity and social justice including discussions of vulnerable and underserved population groups racial and ethnic disparities in health and minority group engagement practical discussions of theory in health promotion programs including foundational theories and health promotion program planning models in depth examinations of health promotion program planning including needs assessments and program support perfect for undergraduate and graduate students studying public health health administration nursing and medical research health promotion programs from theory to practice is also ideal for medical students seeking a one stop resource on foundational concepts and cutting edge developments in health promotion programs

shine a spotlight on the benefits of promoting health in the workplace workplace health promotion programs focuses on the incredible value that employee health programs can offer by exploring six key topics behavioral health physical health healthy environments health education nutritional health and physical activity this in depth resource explicitly establishes what successful workplace health promotion programs services and collaborations are and then builds upon this foundational understanding by introducing methods and tools for promoting employee health and safety while emphasizing the skills students need to do so through this resource students will come to understand how to recognize employee health and safety opportunities and how to think on a larger scale when it comes to workplace health initiatives in small midsized and larger employers that are comprehensive and fiscally sound workplace health promotion programs have the potential to both improve the health of the population as a whole and control healthcare spending in the process health problems are estimated to cost employers in the united states over 200 billion per year through medical costs absenteeism disability and overall reduced productivity improving well being through effective workplace health promotion programs can reduce this cost and create healthier happier workforces discover the design implementation and evaluation of workplace health promotion programs that address the range of employee health needs and concerns understand how evidence based programs can positively impact business and reduce health care cost explore the

larger scale implications of successful workplace health programs including health policies health insurance design worker safety employee behavior etc learn how together employers and employees work to create a culture of health and well being to support and promote employee health and safety review the ways in which successful workplace health promotion programs can prove financially beneficial workplace health promotion programs is a resource that guides students and professionals alike in the discovery development and execution of successful employee health initiatives

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a complete guide to succeeding in today s burgeoning seminarbusiness from developing a program and market testing to pricing promotion advertising and more how to develop promotesuccessful seminars workshops the adult educationbusiness seminars workshops classes conferences is one of thefastest growing industries in the country and for many extremeprofitable now howard shenson shares proven effective research based strategies responsible for filling more than onemillion seminar seats to allow anyone with marketable knowledge to succeed in the seminar business you ll learn how to select a marketable subject and test market any seminarfor about 1 000 or less how to develop a dynamic program and effective programmaterials how to create a powerful registration producing marketingstrategy and design winning promotional materials how to assess promotional effectiveness and fine tune marketingto increase sales how to evaluate and choose where and when to conduct your seminaror workshop how to select hotel and conference facilities how to price your program to ensure maximumregistrations profitability how to develop or obtain program materials and how to add to yourprofits through back of the room sales of products andservices how to creatively select and rent mailing lists and maximizeyour direct mail response while reducing marketing expense

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