

Health program planning and evaluation: a practical, systematic approach for community health

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Abstrak

In this revision of Health Program Planning and Evaluation, author L. Michele Issel carefully walks the reader through the process for developing, implementing, and evaluating successful community health promotion programs. Featuring reader-friendly, accessible language and practical tools and concepts, this outstanding resource prepares students and professionals to become savvy consumers of evaluation reports and prudent users of evaluation consultants. The text includes a variety of practical tools and concepts necessary to develop and evaluate health programs, presenting them in a language understandable to both the practicing and novice health program planner and evaluator. The third edition reflects then major changes in the field of community health with updated examples and references throughout. Contemporary topics such as the Patient Protection and Affordable Care Act of 2009, information systems and web-based technology, and global health planning and evaluation are newly covered in this edition.