

Behavior Theory In Health Promotion Practice And Research

By Bruce Simons-Morton, Kenneth R. McLeroy, Monica L. Wendel

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Grounded in public health practice, this text offers a comprehensive study of the health behavior theories that are the foundation of all health education and promotion programs. Your students will come away with a clear understanding of essential relationships between human behavior and health, as well as the practical application of theory and approaches to health promotion research and practice. Designed for graduates or upper level undergraduates, the book maintains a consistent, single voice and offers many examples throughout. Contents: Section I. Theory in Context: 1. Health Behavior in the Context of Public Health 2. A Social Ecological Perspective 3. Theories of Motivation and Behavior: A Brief History and Contemporary Perspectives Section II. Cognitive and Social Theories of Motivation and Behavior 4. Expectancy Value Models 5. Operant Conditioning, Self-Regulation, and Social Cognitive Theory 6. Social Influence Theory: The Effects of Social Factors on Health Behavior 7. Diffusion of Innovations Theory Section III. Behavior Change Theories 8. Learning, Teaching, and Counseling 9. Self-Determination Theory and Motivational Interviewing 10. Stage Models 11. Health Communication and Social Marketing 12. Communities and Health Promotion

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