



Health Promotion: Planning & Strategies

Jackie Green, Keith Tones, Ruth Cross, James Woodall

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The definitive text on health promotion, this book covers both the knowledge-base and the process of planning, implementing and evaluating successful health promotion programmes.

This new edition features a companion website developed with an international team of contributors to support teaching and enhance learning. The website provides:

- 14 new and original **international case studies** of health promotion in action
- Example **discussion questions** to encourage critical reflection in seminars and assessments
- Free **SAGE journal articles** which support evidence-based learning.

Recent developments are covered throughout this third edition on topics such as asset-based approaches, mental health promotion and the use of social media in promoting health.

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