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Introduction to Global Health Promotion (Jossey-Bass Public Health)

Rick S. Zimmerman, Ralph J. DiClemente, Jon K. Andrus, Everold N. Hosein, Society for Public Health Education (SOPHE)

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Learn about the programs and interventions that keep the world healthy

Introduction to Global Health Promotion addresses a breadth and depth of public health topics that students and emerging professionals in the field must understand as the world's burden of disease changes with non-communicable diseases on the rise in low- and middle-income countries as their middle class populations grow. . Now more than ever, we need to provide health advocacy and intervention to prevent, predict, and address emerging global health issues. This new text from the Society for Public Health Education (SOPHE) prepares readers with thorough and thoughtful chapters on global health promotion theories, best practices, and perspectives on the future of the field, from the individual to the global level.

The world's biggest health care challenges—including HIV, malaria, heart disease, smoking, and violence, among others—are explored in detail in *Introduction to Global Health Promotion*. The state of the science, including the latest empirical data, is distilled into 19 chapters that update readers on the complex issues surrounding a variety of illnesses and conditions, and disease epidemics and individual, social, institutional, and governmental barriers to preventing them. Expert authors bring to the fore human rights issues, new uses of technology, and practical application of theory. These perspectives, along with the book's multidisciplinary approach, serve to create a well-rounded understanding of global health today. Readers will:

- Gain comprehensive knowledge of today's most pressing global health concerns, such as immunization, STIs, cancer prevention, and global nutrition
- Learn to develop best-practice programs and interventions by analyzing what has worked and what hasn't in the history of global health
- Focus on the use of technology in global health prevention and identify emerging opportunities to transform worldwide health practices
- Become conversant in the latest empirical findings and notable practical applications of global health models

From the basics of disease transmission to the complex social, political, and human contexts in which we must work, *Introduction to Global Health Promotion* builds a comprehensive framework that will serve you well on your journey to improve health around the world.

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