Health Program Planning and Evaluation, Fourth Edition 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 Fourth Edition reflects the major changes in the field of community health with updated examples and references throughout.

Features and Benefits:
- Introduction of the concept of root causes as social determinants.
- A comprehensive description of how each target setting option relates to the corresponding level of the health impact pyramid.
- More information on informatics and big data as related to program planning and monitoring.
- A discussion of photos and video as modes of data collection.
- A reinforcement of informatics, photos and big data as useful in program evaluation.
- Current terminology of first and second order coding of qualitative data.

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