

[PDF] Health Behavior: Theory, Research, And Practice (Jossey-Bass Public Health)

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A LANDMARK VOLUME LINKING THEORY TO RESEARCH AND PRACTICE IN THE CONTINUUM OF HEALTH BEHAVIOR

Advancing the science of health behavior through the informed application of health behavior theories, the new Fifth Edition of *Health Behavior: Theory, Research, and Practice* serves as the definitive text for students, practitioners, and scientists in these areas. The author responds to new developments in health behavior theories and their application in new settings, to new populations, and in new ways.

This book analyzes the key components of theories of health behavior, describing current applications of these theories and identifying important future directions for research and practice in health behavior change. This new edition discusses changes in the science and practice of public health and health promotion, updating the coverage of risk areas in a rapidly evolving field.

Health Behavior: Theory, Research, and Practice, Fifth Edition explores:

- How a health and social media factor fits health communication
- The link between culture and health, and the importance of community
- Emerging theories of health behavior and their applications
- The path toward evidence-based interventions and global applications

Written and edited by leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research, and Practice* provides new world perspective with a solid approach for the analysis and development of health behaviors and health.

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Description:

The essential health behavior text, updated with the latest theories, research, and issues

Health Behavior: Theory, Research and Practice provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This

new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior.

A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully.

- Learn how e-health and social media factor into health communication
- Explore the link between culture and health, and the importance of community
- Get up to date on emerging theories of health behavior and their applications
- Examine the push toward evidence-based interventions, and global applications

Written and edited by the leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research and Practice* provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

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