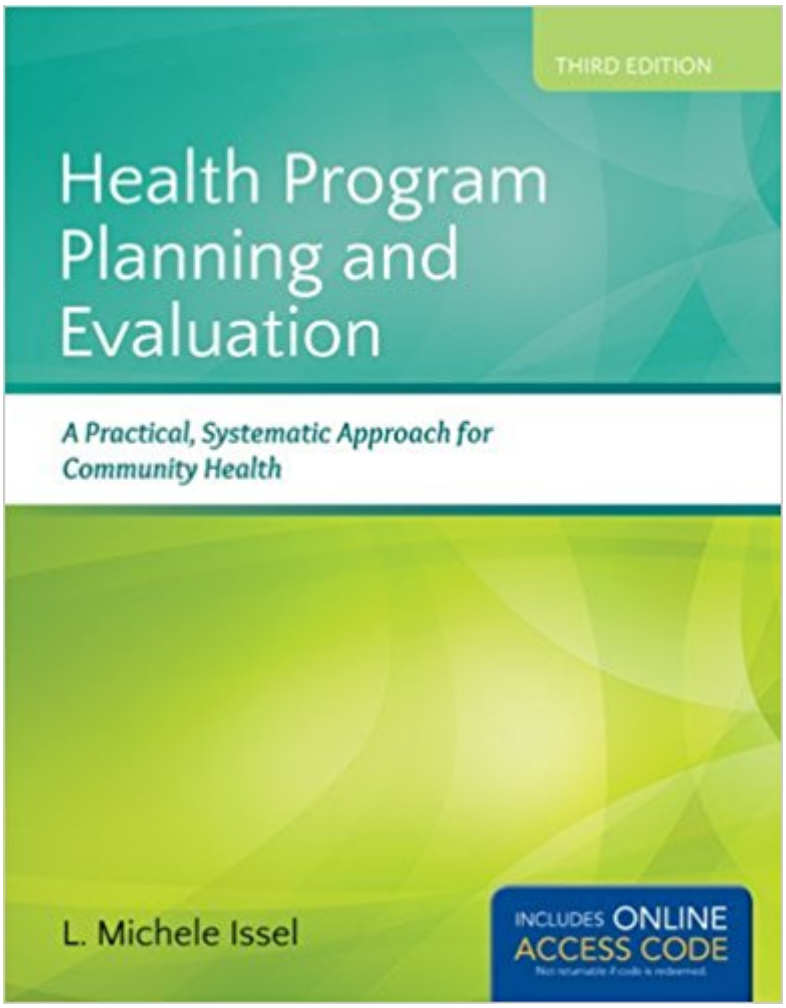
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Health Program Planning And Evaluation: A Practical, Systematic Approach For Community Health



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Synopsis

In this revision of Health Program Planning and Evaluation, author L. Michele Issel 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 Third Edition reflects the major changes in the field of community health with updated examples and references throughout. New to this Edition: Ã¢â ¬Â¢ New examples and references throughout the book; Ã¢â ¬Â¢ New key references to reflect the major changes within the field. Ã¢â ¬Â¢ New examples and issues related to global health planning and evaluation Ã¢â ¬Â¢ New material about information systems and web-based technology as it applies throughout the planning and evaluation cycle. Ã¢â ¬Â¢ New, basic review of the ACA. Ã¢â ¬Â¢ Enhanced information related to financing programs and monitoring the program costs Ã¢â ¬Â¢ Updated instructorÃ¢â ¬â„¢s manual

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Customer Reviews

This book’s strength is that it is extremely thorough and is well grounded in theory. That’s also its weakness. The author seems to frequently get bogged down in describing a theory or a concept in a great deal of detail. And yet, these theories and concepts to the non-expert reader seem similar enough that the tremendous detail generates more confusion than it does clarity.The book suffers from not nearly enough examples and the examples that are provided are frustratingly short. Had

the author simply taken 1 or 2 examples and used them consistently and throughout the book to illustrate "here’s how it would like if you did it this way."The chapters on sampling, statistical testing and other more research aspects of program planning suffer from the opposite problem. Any reader who has had even the most basic preparation in biostatistics or study design will find those chapters to be a cursory overview at best.In summary, the book cannot decide what it wants to be. Excessive detail in some places, inadequate detail in others. I would not recommend it as an instructor and I find it frustrating as a student.

This is one of the worst textbooks I have ever read. It is incredibly confusing and entirely filled with jargon. I do not come from a health care background, but even my classmates are having a hard time wading through this book. If you want to explain something to someone you need to use clear language and this book does not do that. It is extremely frustrating and a painstaking read. It may be new and have all the bells and whistles for professors, but I do not recommend professors to use this book. I am half way through and reading it fully, but I do not feel like I have gained anything from this book.

The book is pretty solid, it gives good insight for anyone that is going into program planning and evaluation. If you are into that subject for career or studies than I recommend this book.

Dry, stereo instruction read.

Very helpful, just as good as the newer edition.

Poorly written, with circular definitions, insufficient examples and illogical reasoning. Kellogg Foundation and the CDC have better resources online for health program planning and evaluation - stick with those.

Not something I would buy for casual reading but it is super organized and makes sense. If you are doing any sort of program evaluation; even non healthcare planning and evaluation, you will find it helpful!

Did exactly what I needed!

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