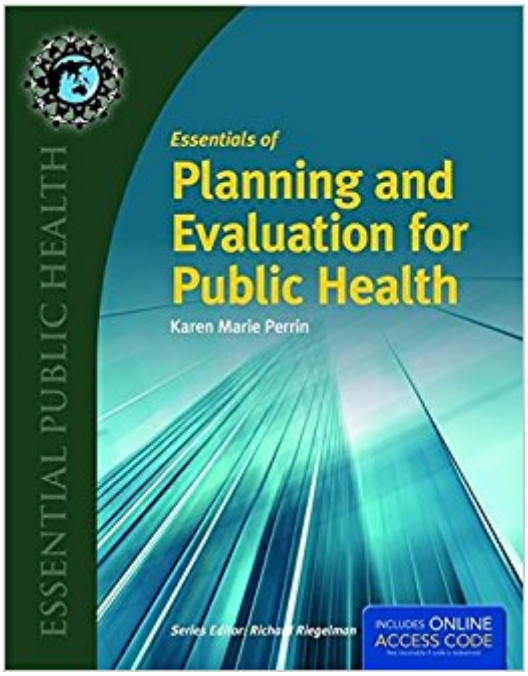
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Filled with cases and examples from across the spectrum of Public Health specialties, Essentials of Planning and Evaluation for Public Health provides a basic understanding of the importance of and the key approaches used to conduct and evaluate effective public health programs. Organized in a step-by-step process, the chapters provide an accessible and engaging overview of topics needed to review published literature, collect primary data, analyze data using basic statistics, and present results in written or verbal formats for their intended audiences. Examples and case studies are woven throughout, from a broad array of public health applications such as global health, environmental health, community health, and social science. Key Features: Ã¢â ¬Â¢ Offers a clear, easy-to-read foundational overview of the process of Public Health program evaluation Ã¢â ¬Â¢ Includes an easy explication of basic statistics using Microsoft Excel Ã¢â ¬Â¢ Uses many examples and cases specific to the field of Public Health Ã¢â ¬Â¢ Authored by an award-winning Professor in undergraduate public health studies Instructor Resources: Instructor's Manual, PowerPoint slides, TestBank

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