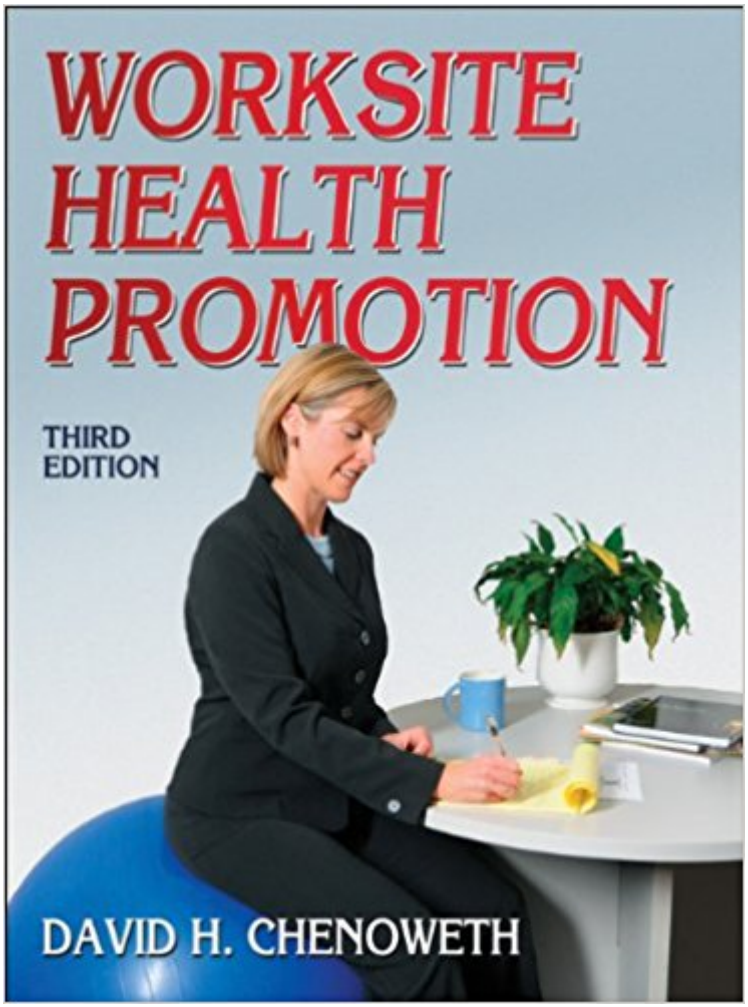
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Worksite Health Promotion - 3rd Edition



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Synopsis

In todayÃ¢â ¬â„¢s difficult economic environment, worksite health promotion programs are becoming increasingly important as employers look for ways to contain health care costs and improve productivity. The newly updated Worksite Health Promotion, Third Edition, presents students and professionals with all of the information they need to create programs that address these issues, improving both the physical health of the employees and the financial health of the organization. Based on Dr. ChenowethÃ¢â ¬â„¢s expertise as a professor and a professional consultant, the text combines theoretical principles and research with practical applications and real-world examples to give readers a comprehensive and immediately useable introduction to the field. The text begins with an overview of worksite health promotion that illustrates the importance of these programs in todayÃ¢â ¬â„¢s workplace. This is followed by a discussion of the economic forces that make implementing worksite health programs so advantageous for employers. The textÃ¢â ¬â„¢s clear presentation of program benefits highlighted in economic-based evaluations will prepare readers to make a case for their own interventions.Worksite Health Promotion, Third Edition, provides a step-by-step approach to planning, implementing, and evaluating programs. Readers will explore key topics such as assessing employeesÃ¢â ¬â„¢ needs, setting appropriate goals, gaining management buy-in, budgeting, and program evaluation. They will also find full coverage of programming issues, including strategies for developing programs for healthy lifestyles, medical self-care, and disability management. The specific challenges of programming for small businesses and multisite workplaces are also addressed. The third edition has been fully revised with an improved organization and updated charts, tables, and references as well as the following additions that reflect the latest research and trends in the field: Ã¢â ¬Â¢Updated information on ADA, HIPAA, and GINA standards as they relate to worksite health promotion that will help readers better understand the implications of the legislation for their own businesses Ã¢â ¬Â¢New sections on health management, health coaching, budget development options, and present value adjustment Ã¢â ¬Â¢More information on integrated health data management systems, e-health technology, nutrition and weight control programs, fostering a healthy culture, and reducing stress in the workplace Ã¢â ¬Â¢Expanded coverage of program evaluation, including new sections on break-even analysis and determining present versus future value as well as improved illustrations of econometric-based evaluations and evaluation design Ã¢â ¬Â¢A larger focus on career development with updated information on certification options, intermediate-level practitioner competencies, and internship and job searches that will help students explore their professional options and prepare for their future in the field Improved textbook features make this leading text

more classroom friendly than ever. Learning objectives, end-of-chapter overviews, and a new glossary of key terms will help students focus on the most important concepts in each chapter. Updated Looking Ahead and What Would You Do? sidebars will aid them in applying the information and can serve as the starting point for class discussions or assignments. A new instructor guide gives faculty great help in preparing for courses. It contains sample syllabi (including a syllabus for increasingly popular online offerings), a weekly instructional guide, and course outlines. Also new to this edition is an image bank with most of the art and tables from the text. Current practitioners looking for ideas and strategies for building a healthier workforce as well as students just beginning an exploration of the field can depend on Worksite Health Promotion, Third Edition, to inspire and inform. Both groups will find that this text offers the business knowledge, resources, and insights to guide them in this diverse and exciting career.

Book Information

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Customer Reviews

David H. Chenoweth, PhD, has designed, implemented, and evaluated worksite health programs in the public and private sectors for more than 30 years as president of Chenoweth & Associates, Inc. He is a frequent speaker to various business and health care groups and has authored eight books, including Planning Health Promotion at the Worksite, Health Care Cost Management, and Evaluating Worksite Health Promotion. Dr Chenoweth is a professor emeritus at East Carolina University, where he developed one of the first academic worksite health promotion programs in the

United States. Dr. Chenoweth is a member of the International Association for Worksite Health Promotion and the American College of Sports Medicine. He has also chaired the Business and Industry Committee of the North Carolina GovernorÃ¢â ¬â„¢s Council on Physical Fitness and Health and is a fellow of the Association for Worksite Health Promotion. In 2004, he was invited by the European Union to consult on worksite health promotion.

Excellent resource for corporate wellness planning, strategies, and initiatives. This resource also delivered excellent insight on the fabric of the healthcare industry as it relates to such corporate initiatives.

Perfection

Helped with my school work.

Got in e book, good

happy to find and use this book for the class and able to return when finished. Great way to do biz

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