



Emerging Theories in Health Promotion Practice and Research: Strategies for Improving Public Health

Ralph J. DiClemente, Richard A. Crosby, Michelle C. Kegler

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"Having so many theories put together thoughtfully, proximally, in a single book will help the field come to grips with what the role is of theories as we go forward and address the individual actions, and societal and community influencers of individual action, that promote healthy behaviors." -Jim Marks, director, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

New and longstanding threats to public health, such as violence, drug misuse, HIV/AIDS, and homelessness are creating an ever greater demand for innovative theories that are responsive to the changes in the larger social environment. This important work is designed to fill the demand by assembling a careful selection of new and emerging health promotion theories into a single volume, written with an emphasis on practical application of theory to health promotion and health education programs.

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