

Third Edition

# Health Promotion Programs

From Theory to Practice

Carl I. Fertman | Melissa L. Grim



# **HEALTH PROMOTION PROGRAMS**



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FROM THEORY TO PRACTICE

Third Edition

Edited by  
Carl I. Fertman  
Melissa L. Grim



Society for Public Health Education

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*For my wife, Barbara Murock, promoter of love, family,  
health, and biking*

*For all the generations from, between and beyond Eliezer  
to Kai with gratitude*

*—Carl I. Fertman*

*For my husband, Mike, and daughters, Evie and Jill,  
for filling our home with love and a constant supply of laughter.*

*—Melissa L. Grim*



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# EDITORS

**Carl I. Fertman**

Associate Professor Emeritus  
Department of Health and Human Development  
School of Education  
University of Pittsburgh

**Melissa L. Grim**

Professor  
Department of Health and Human Performance  
Radford University



# THE CONTRIBUTORS

**Neyal J. Ammary-Risch**

Team Lead, Health Education & Research Dissemination  
National Heart, Lung, and Blood Institute  
National Institutes of Health

**M. Elaine Auld**

Chief Executive Officer (Retired)  
Society for Public Health Education

**Jean M. Breny**

Professor  
Department of Public Health  
Southern Connecticut State University

**David A. Birch**

Professor Emeritus  
Department of Health Science  
The University of Alabama

**Stephanie L. Burke**

Associate Professor  
Allied Health Department  
Prince George Community College

**Cynthia B. Burwell**

Professor  
Department of Health, Physical Education and Exercise Science  
School of Education  
Norfolk State University

**Hannah P. Catalano**

Associate Professor  
School of Health and Applied Human Sciences  
University of North Carolina Wilmington

**Huey-Shys Chen**

Dean and Chair Professor  
College of Medical and Health Care  
HungKuang University

**Sara L. Cole**

Adjunct Professor  
Human Environmental Sciences  
University of Central Oklahoma

**Joseph A. Dake**

Chair & Professor  
School of Population Health  
University of Toledo

**Lori L. Dewald**

Faculty  
Department of Health Education and Promotion  
Walden University

**Na'Tasha Evans**

Assistant Professor, Health Education and Promotion  
School of Health Sciences  
College of Education, Health, and Human Services  
Kent State University

**Michael C. Fagen**

Professor and Chief, Division of Public Health Practice  
Department of Preventive Medicine  
Feinberg School of Medicine  
Northwestern University

**Jodi Fisher**

Director and Professor  
Division of Public Health, School of Health Sciences  
Central Michigan University

**Jim V. Grizzell**

Emeritus Staff, Health Education Specialist  
Division of Student Affairs  
California State Polytechnic University, Pomona

**Heidi L. Hancher-Rauch**

Professor  
Department of Kinesiology, Health, & Sport Sciences  
University of Indianapolis

**Brian V. Hartz**

Director of Research and Education  
Structure and Function Education  
Phoenix, AZ

**Holly E Jacobson**

Associate Professor  
Department of Linguistics  
University of New Mexico

**Timothy R. Jordan**

Professor  
Co-Director, Center for Health & Successful Living  
School of Population Health  
University of Toledo

**Maija S. Leff**

Adjunct Instructor  
Department of Human Behavior and Education  
Gilling School of Global Public Health  
University of North Carolina at Chapel Hill

**Laura A. Linnan**

Professor  
Department of Human Behavior and Education  
Gilling School of Global Public Health  
University of North Carolina at Chapel Hill

**Francisco Soto Mas**

Associate Professor  
College of Population Health  
University of New Mexico

**Angela D. Mickalide**

Vice President Programs and Education  
American College of Preventive Medicine

**Laura L Nervi**

Assistant Professor  
College of Population Health  
University of New Mexico

**Mallory C. Ohneck**

Data Manager  
Community Health Improvement  
Hospital Council of Northwest Ohio

**Nicolette W. Powe**

Assistant Professor  
Department of Health Professions  
Youngstown State University

**James H. Price**

Professor Emeritus  
Health Education and Public Health  
College of Health Science and Human Service  
University of Toledo



**Keisha Tyler Robinson**

Adjunct Professor

Department of Health & Department of Graduate Studies in Health and  
Rehabilitation Sciences

Youngstown State University

**Stacy Robison**

President and Co-Founder

CommunicateHealth, Inc.

**Kathleen M. Roe**

Professor Emeritus

Department of Public Health and Recreation

San José State University

**Shirley Schoening Scheuler**

Health Systems Coordinator

Office of Statewide Health Improvement Initiatives, Community Health  
Division

Minnesota Department of Health

**Cherylee A. Sherry**

Healthy Systems Supervisor

Office of Statewide Health Improvement Initiatives, Community Health  
Division

Minnesota Department of Health

**Jiunn-Jye Sheu**

Professor

School of Population Health

College of Health and Human Services

University of Toledo

**Tara O. Shuler**

Director of Operations and Diversity

NC Area Health Education Center (AHEC) Program

**David A. Sleet**

Professor Emeritus

San Diego State University

TJFACT/Veritas Management Group Consultant

US Centers for Disease Control and Prevention

**Ally S. Thomas**

Associate Vice President, Quality Improvement

UPMC Health Plan

**Carla M. Valdez**

Lecturer

Department of Health Sciences

California State University, Northridge

**Allison E. Zambon**

Program Manager, Office of Community Outreach

Fox Chase Cancer Center – Temple University Health System

**Ann P. Zukoski**

Evaluation Supervisor

Office of Statewide Health Improvement Initiatives, Community Health

Division

Minnesota Department of Health



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We are pleased to share this third edition of *Health Promotion Programs: From Theory to Practice*. The pandemic in 2020 shed a blinding light on critical conversations about equity and systemic injustice, which attained both new urgency and a well-deserved central role in our national conversation health and health promotion. We have all seen, in real time, how structural discrimination and obstacles to opportunity do their work in a crisis. In our communities, every burden—from rates of infection and care outcomes, to economic adversity, to the challenges of virtual learning when schools are closed—falls heaviest on those for whom true equity has always been farthest from reach. *Health Promotion Programs: From Theory to Practice* is being published as the pandemic recedes; however, we can't simply assume that healing and recovery follow. It falls on all of us—individuals and communities, companies and governments—to ensure that what's ahead is not just the end of a disease but a durable and hopeful future for all who sacrificed and endured during this unprecedented time.

Today, health promotion programs have evolved to be integral to promoting a culture of health and wellness and to healthcare across the United States and internationally. The Society for Public Health Education (SOPHE) recognized the need for a book to help advance the field. Escalating rates of chronic disease, soaring healthcare costs, and increasing diversity of the U.S. population, as well as aging of the current health education workforce, all call for training a new generation of health promoters. The SOPHE board of trustees, executive director, and members offer this book, which combines the theoretical and practice base of the field with step-by-step practical sections on how to develop, implement, and evaluate health promotion programs. SOPHE hopes that this book, read in its entirety or in part, will help not only students who choose to major or minor in health education, health promotion, community health, public health, or health-related fields (e.g., environmental health, physical fitness, allied health, nursing, or medicine), but also professionals already working who want to acquire the technical knowledge and skills to develop successful health promotion programs. Acquiring the competencies to effectively plan, implement, and evaluate health promotion programs can improve health outcomes, promote behavioral and social change, and contribute to health equity and social justice. This book offers a concise summary of the many years of research in the fields of health education and health promotion, along with the expertise of many SOPHE members working in diverse