

# PROMOTING HEALTH

The Primary Health Care Approach 7E

## An essential book for health promotion practice

The seventh edition of *Promoting Health* is an essential book for a range of health practitioners to guide their health promotion practice within a comprehensive primary health care context.

With a new author team featuring Jane Taylor and Lily O'Hara, the book explores the socio-ecological determinants of health and wellbeing as a foundation for holistic, ecological, salutogenic health promotion practice. The health promotion practice cycle, including evidence-based community assessment, program planning, implementation and evaluation, is described in detail. The book also includes chapters on the health promotion action areas.

*Promoting Health* is a comprehensive, easy-to-understand resource that students and practitioners will find themselves returning to throughout their studies and professional practice.

## Key features

- Grounded in internationally recognised WHO health promotion frameworks including the *Ottawa Charter for Health Promotion* and subsequent charters and declarations
- The role of systemic determinants of health and wellbeing including the social, economic, cultural, political, natural and built environments for a sustainable future
- Sets of questions on putting the Ottawa Charter into practice
- Tables that map chapter content to relevant International Union for Health Promotion and Education core competencies
- More to Explore section with additional resources
- Reflective questions that enable consolidation of learning through practice activities
- An eBook included with all print purchases

## New to this edition

- Updated framework for health promotion practice including distinction between comprehensive and selective primary health care approaches, and the addition of the health promotion practice cycle
- Introduction to the values and principles of critical health promotion and their application within a comprehensive primary health care context
- Increased focus on indigenous perspectives, with current Australian and New Zealand examples
- Quizzes to check understanding of the content of each chapter



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### eBook on VitalSource

#### Student resources:

- Chapter reflective questions
- Chapter quiz questions
- Weblinks

#### Facilitator resources:

- Chapter reflective questions and model responses
- Chapter quiz questions with correct responses
- Image Gallery
- Weblinks

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