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""Using the Chain Model""""Conclusions""; ""Chapter 3 - Identifying and Overcoming Barriers to Empirically Based Health Behavior Program Planning""; ""Health Promotion: Promise and Undocumented Performance""; ""Barriers to Empirically Based Health Behavior Program Development""; ""Overcoming Barriers to Empirical Program Development""; ""Conclusions""; ""Commentary 1""; ""Commentary 2""; ""Part II - The Connection Between Theory and Activity Pooling""; ""Chapter 4 - Praxis in Health Behavior Program Development""; ""Definitions""; ""Levels of Theory and Levels of Measurement"" ""How Does Theory Suggest Program Ideas?""""Why Do Applied Professionals Provide Only Lip Service to Theory?""; ""Why Is Theory Important for Health Behavior Program Development?""; ""Criteria for Theory Development or Selection""; ""Tying Theory Into Specific Health Areas: Linking Theory With Health Problems""; ""Tying Theory Into Specific Health Areas: Measures and Activities""; ""Discussion""; ""Commentary""; ""Chapter 5 - Case Study 2 Implicit Cognition Theory in Drug Use and Driving-Under-the-Influence Interventions"" ""Principles of Memory Association Applicable to Interventions and Their Evaluation""""A Specific Application of Theory in Booster Programming""; ""Summary and Implications""; ""Chapter 6 - Choosing Assessment Studies to Clarify Theory-Based Program Ideas""; ""Conceptual Issues: The Importance of Etiological Research""; ""Questions of Inquiry for Designing an Assessment Study""; ""The Dimensions of an Assessment Study""; ""Pooling Multiple Sources of Information""; ""Decision Criteria When Selecting Assessment Studies for Review""; ""Conclusions""; ""Commentary"" ""Chapter 7 - Pooling Information About Prior Interventions: A New Program Planning Tool""""Why Pooling Information About Interventions Is Important""; ""Planning Your Search for Other Interventions""; ""Sources of Information About Other Programs""; ""Conducting Your Search""; ""Reviewing Your Pool of Information About Other Programs""; ""Conclusions: Making Your Intervention Available to Others""; ""Commentary 1""; ""Commentary 2""; ""Chapter 8 - Case Study 3 The Program Archive on Sexuality, Health, and Adolescence (PASHA): A Study of Activity Warehousing""; ""Goals of the PASHA Project"" ""Conclusions""

Sommario/riassunto

This comprehensive guide to researching, developing and implementing health behaviour interventions is illustrated throughout with case studies.
