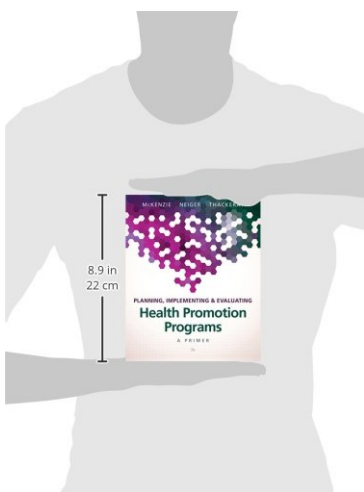


# [PDF] Planning, Implementing, & Evaluating Health Promotion Programs: A Primer (7th Edition)

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Planning, Implementing, and Evaluating Health Promotion Programs A Primer Sixth Edition. James F. McKenzie, Ph.D., M.P.H., M.C.H.E.S. Ball State University Penn State Hershey. Brad L. Neiger, Ph.D., M.C.H.E.S. Brigham Young University. Health Education, Health Promotion, Health Education Specialists, and Program Planning Chapter Objectives After reading this chapter and answering the questions at the end, you should be able to:

- Explain the relationship among good health behavior, health education, and health promotion.
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