



Evaluating Health Promotion: Practice and Methods

Margaret Thorogood, Yolande Coombes

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Health Promotion is a relatively new discipline and there is little in the way of practical help for students and practitioners in choosing and implementing appropriate evaluation methods. As the demands for rigorous evaluation and evidence-based decision-making increase, health promotion cannot ignore the need for accurate, reliable and valid methods to carry out evaluation. This book provides clear descriptions (with plentiful practical examples) of such methods, and the problems that can arise from their implementation. Both qualitative and quantitative methods that are commonly used are described and the problems and benefits that arise with their use are explained. Experiences in the practical implementation of evaluation are explained, with examples from a variety of different social, economic and cultural contexts.

The third edition of this highly successful book has been fully revised and updated to reflect the ongoing developments in the field of health promotion. It will appeal to students and practitioners in health promotion and public health (including programme managers in both the government and the voluntary sector), and donors and funding agencies who commission health promotion interventions and evaluations.

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