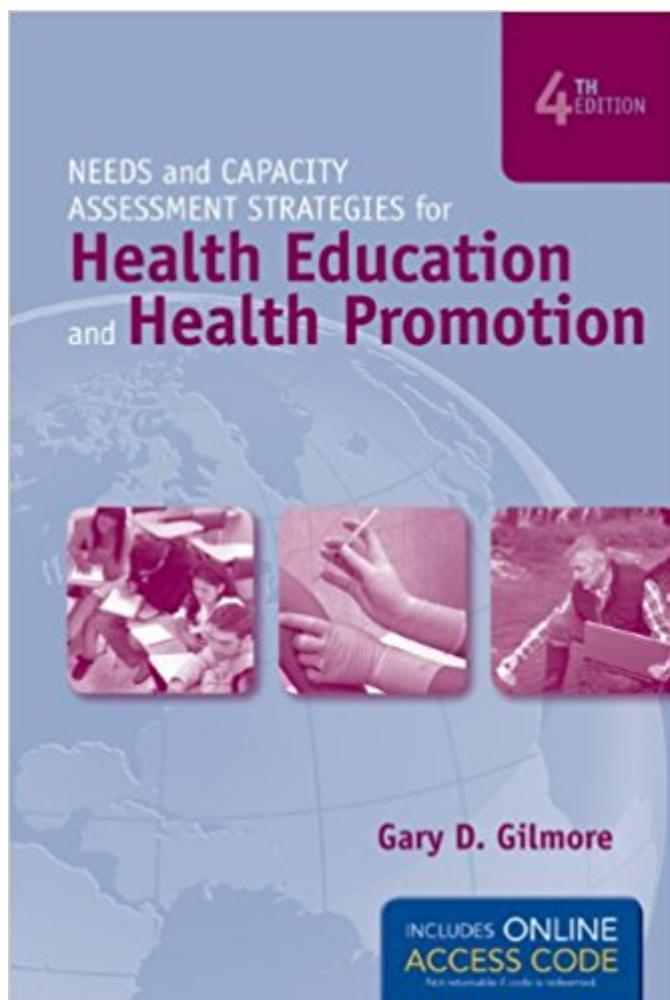


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# Needs And Capacity Assessment Strategies For Health Education And Health Promotion



## **Synopsis**

Needs and Capacity Assessment Strategies for Health Education and Health Promotion, Fourth Edition provides practitioners with a handbook that can be used in the classroom and in the field. It focuses on realistic needs and capacity assessment strategies with considerations for preparation, implementation, and incorporation of findings into the planning process. It also provides an overview of settings, specific target audiences, approaches to assessing needs, and recommendations for addressing problems encountered along the way. The Fourth Edition continues to be reader friendly and worthwhile in terms of practical recommendations. The twelve chapters are realistic process discussions with mini-examples at the end based on the author's experiences and those of others in the field. Case studies provide insight into various combinations of strategies used in a variety of settings. Two special articles at the end of the book provide further insight regarding community risk estimation and the use of metaphors to gain a better understanding of the perceived needs and capacities that are assessed.

## **Book Information**

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## **Customer Reviews**

From the Foreword by Lawrence Green: "[The authors'] combination of needs assessment and capacity assessment strategies provides practitioners with the right balance for formative evaluation and planning with community leaders who are cynical about another round of needs assessment that fails to acknowledge the strengths and assets of the community. Capacity assessment offers an antidote to the despair that comes with identifying one's community problems. As

authors of a book on program planning, Marshall Kreuter and I are indebted to Gilmore and Campbell for the pressure their book takes off of us to provide much of the detailed description and procedures of some of the needs and capacity assessment steps in planning that this book provides. Even if we thought we could do it as well, we would be ill advised to repeat much of what is now so well presented and documented in this book." --This text refers to an alternate Paperback edition.

Very nice book... good seller service!All was as advertised and expected!

Great resource!

great

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