Designed for the health educator, or health educator in-training who strives to become proficient in conducting successful health education programs.

Because effective health education programs are fundamentally the same whether practiced in the classroom, hospital, or community, this text addressed general health educator needs and provides the tools necessary for making appropriate programming decisions based on the needs of the client. The Fourth Edition explores the evolving state of health education and encourages the systematic development of sound presentation methods.

New and key features:
- Designed to align to the most recent competencies put forth by the Health Educator Job Analysis Project
- Expanded emphasis on the role of evaluation and backward design in program planning.
- Focused on the increasing role of technology in health education and instruction
- New and updated content on the social determinants of health, as well as the potentially controversial topics of childhood obesity, immunization, and sexuality education
- Health educator competencies, learning objectives, case studies, and exercises incorporated throughout the text