



METADATA

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Abstract

The book consists of two parts. In the first part (chapters 1-7) the methods and techniques of health education are described concerning the education of the population in health matters with the aim of forming healthy behaviors or modifying unhealthy behaviors. It includes a chapter on the theoretical approach to health education, followed by chapters on the methods of health education: health education for the general population, health education for groups including the active participation method, the life skills health education method, the peer education method, and the health education counseling for individuals methods. Part B (chapters 8-15) refers to the methods and strategies of health promotion and includes the chapters that describe the new concept of health promotion, the dimension of well-being in health promotion,

the planning of health promotion programs, the PRECEDE/PROCEED community health promotion program planning model, followed by chapters on key settings of programs implementation (schools, hospitals and health services, workplaces, and community). Each part of the book can be taught autonomously and independently depending on the needs of the students and the objective of the course. Also, an effort was made to make each chapter stand-alone so that the educator can choose specific chapters as teaching material. The book is intended for postgraduate students - without this meaning that it is not also useful for undergraduates - of sciences of health, education, social sciences, and humanities. It could also be helpful to other scientists interested in the subjects of health education and health promotion or continuing education.