



# Planning, Implementing, and Evaluating Health Promotion Programs: A Primer (5th Edition)

By James F. McKenzie, Brad L. Neiger, Rosemary Thackeray

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### Editorial Review

#### From the Back Cover

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#### About the Author

**Jim McKenzie** was the first to come out with a book that combines program planning, implementing, and evaluating all in one place. A Professor at Penn State Hershey and a Professor Emeritus at Ball State University, he is Master Certified Health Education Specialist (MCHES). He also serves as the Coordinator of the Division Board of Certified Health Education Specialists of the National Commission for Health Education Credentialing.

**Brad Neiger** is the chair of the Health Science Department at Brigham Young University. Brad has also served in the field within the Utah State Department of Health and the National Health Institute.

**Rosemary Thackeray** is an Associate Professor also at Brigham Young University. She was brought on this edition of the text primarily to work on the marketing chapter, which is her area of expertise.

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