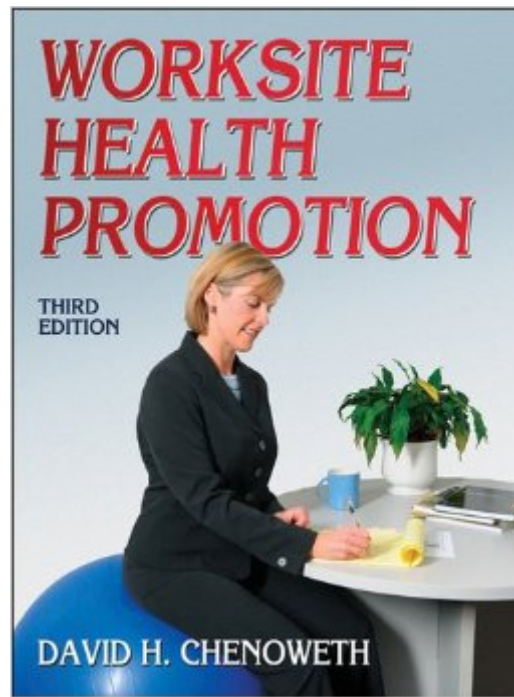


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Worksite Health Promotion



Synopsis

In today's difficult economic environment, worksite health promotion programs are becoming increasingly important as employers look for ways to contain health care costs and improve productivity. The newly updated *Worksite Health Promotion, Third Edition*, presents students and professionals with all of the information they need to create programs that address these issues, improving both the physical health of the employees and the financial health of the organization. Based on Dr. Chenoweth's expertise as a professor and a professional consultant, the text combines theoretical principles and research with practical applications and real-world examples to give readers a comprehensive and immediately useable introduction to the field. The text begins with an overview of worksite health promotion that illustrates the importance of these programs in today's workplace. This is followed by a discussion of the economic forces that make implementing worksite health programs so advantageous for employers. The text's clear presentation of program benefits highlighted in economic-based evaluations will prepare readers to make a case for their own interventions. *Worksite Health Promotion, Third Edition*, provides a step-by-step approach to planning, implementing, and evaluating programs. Readers will explore key topics such as assessing employees' needs, setting appropriate goals, gaining management buy-in, budgeting, and program evaluation. They will also find full coverage of programming issues, including strategies for developing programs for healthy lifestyles, medical self-care, and disability management. The specific challenges of programming for small businesses and multisite workplaces are also addressed.

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happy to find and use this book for the class and able to return when finished. Great way to do biz

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Excellent resource for corporate wellness planning, strategies, and initiatives. This resource also delivered excellent insight on the fabric of the healthcare industry as it relates to such corporate initiatives.

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