

<<促进健康>>

图书基本信息

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作者：Andrea Wass 著

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内容概要

This best-selling text has established itself as an authoritative resource for nurses and other health workers wishing to develop their skills in health promotion. Following the success of the first edition, Promoting Health: The Primary Health Care Approach has been expanded and updated in response to national and international developments in policy and action to achieve Health for All. It urges a renewed commitment to the Primary Health Care approach and provides practical guidelines to enable health workers to do this. The text presents an approach to health promotion based on the principles of social justice, equity, community participation, intersectoral action and the development of sustainable, balanced health care systems. It then examines a variety of strategies of use to health workers in the health promotion process, including health education, community development, group work, working with the mass media and the development of healthy public policy.

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