



# HEALTH PROMOTION IN MIDWIFERY

## PRINCIPLES & PRACTICE

SECOND EDITION

Edited by Jan Bowden & Vicky Manning

# CONTENTS

---

List of contributors	vii
Foreword	ix
Preface	xi
Acknowledgements	xiii
List of figures	xv
List of tables	xvii
1 Public health, midwifery and Government policy <i>Heather Finlay</i>	1
2 Health promotion and the midwife <i>Jan Bowden</i>	13
3 Factors affecting health promotion <i>Heather Finlay</i>	25
4 Using health promotion models and approaches in midwifery <i>Jan Bowden</i>	36
5 Evaluating health promotion activities <i>Jan Bowden</i>	49
6 Attitudes, values and health behaviours <i>Jan Bowden</i>	62
7 Information giving in health promotion <i>Vicky Manning</i>	76
8 Health promotion in midwifery training <i>Vicky Manning</i>	89
9 Partnership working and the midwife <i>Eddie West-Burnham</i>	98
10 Sexual health promotion in midwifery practice <i>Beverley Bogle</i>	111
11 Promoting breastfeeding: what works? <i>Louise Long</i>	127
12 Smoking, pregnancy and the midwife <i>Moyra M Heggie</i>	147
13 The challenge of mental health promotion <i>Jan Bowden and Vicky Manning</i>	161

14	Domestic violence and health promotion: midwives can make a difference <i>Gill Aston</i>	176
15	The role of complementary and alternative medicine in health promotion <i>Penny Charles</i>	191
	Index	203