

## CONTENTS

Figures and Tables	• • • • • • • • • • • • • • • •	xiii
Preface	• • • • • • • • • • • • • • •	xxi
Acknowledgments	• • • • • • • • • • • • • •	xxiii
The Authors	• • • • • • • • • • • • •	xxv
<b>Chapter 1 INTRODUCTION TO COMMUNITY AND PUBLIC HEALTH</b>		<b>1</b>
Learning Objectives	• • • • • • • • • • • • • •	1
Defining Community and Public Health	• • • • • • • • • • • •	1
Basic Terms in Community and Public Health	• • • • • • • • • • •	5
Issues in Community and Public Health	• • • • • • • • • •	10
Factors Affecting Community and Public Health	• • • • • • • • •	12
Community and Public Health Organizations	• • • • • • • •	19
Historical Timeline for Community and Public Health	• • • • •	24
Current Challenges in Community and Public Health	• • • •	37
Summary	• • • • • • • •	40
Key Terms	• • • • • • •	41
Review Questions	• • • • • •	42
Skill-Building Activity	• • • • •	42
Websites to Explore	• • • • •	43
References	• • • • • • •	45
<b>Chapter 2 DESCRIPTIVE EPIDEMIOLOGY IN COMMUNITY AND PUBLIC HEALTH</b>		<b>49</b>
Learning Objectives	• • • • • • • • • • • • • •	49
Definition, Scope, and Evolution of Epidemiology	• • • • • • • •	49
Descriptive Epidemiology and Analytical Epidemiology	• • • • •	51
Contributions of Epidemiology	• • • • • • •	52
Uses and Functions of Epidemiology	• • • • • •	54
Agent, Host, and Environment	• • • • • •	56
Rates, Ratios, Proportions, and Percentages	• • • • •	57
Summary	• • • • • • • •	79
Key Terms	• • • • • • •	80
Review Questions	• • • • • • •	81

Skill-Building Activity	81
Websites to Explore	82
References	83
<b>Chapter 3 ANALYTICAL EPIDEMIOLOGY IN COMMUNITY AND PUBLIC HEALTH</b>	<b>87</b>
Learning Objectives	87
Types of Analytical Epidemiological Studies	87
Association and Causation	100
Infectious Disease Epidemiology	103
Chronic Disease Epidemiology	107
Selected Lifestyle Risk Factors	110
Summary	114
Key Terms	115
Review Questions	115
Skill-Building Activity	116
Websites to Explore	116
References	117
<b>Chapter 4 DESCRIPTIVE BIOSTATISTICS IN COMMUNITY AND PUBLIC HEALTH</b>	<b>123</b>
Learning Objectives	123
Basic Terms in Biostatistics	123
Frequency Distribution	127
Measures of Central Tendency	129
Measures of Dispersion	130
Graphing Methods in Biostatistics	132
Positively Skewed and Negatively Skewed Distributions	132
Summary	138
Key Terms	138
Review Questions	139
Skill-Building Activity	139
Websites to Explore	140
References	142
<b>Chapter 5 INFERRENTIAL BIOSTATISTICS IN COMMUNITY AND PUBLIC HEALTH</b>	<b>143</b>
Learning Objectives	143
Estimation	143
Hypothesis Testing	145
Testing Differences Between Two Group Means	148

Nonparametric Tests for Testing Differences Between Two Groups	151
Testing Differences Between Three or More Groups	152
Nonparametric Counterparts of ANOVA	158
Testing Differences in Proportions	158
Testing Associations Between Two or More Variables	160
Summary	164
Key Terms	165
Review Questions	166
Skill-Building Activity	166
Websites to Explore	167
References	168
<b>Chapter 6 SOCIAL AND BEHAVIORAL SCIENCES IN COMMUNITY AND PUBLIC HEALTH</b>	<b>171</b>
Learning Objectives	171
Reasons for Studying Social and Behavioral Sciences	171
Examples from Cardiovascular Disease, Obesity, and HIV/AIDS	180
Community Organization and Community Building	186
Summary	192
Key Terms	193
Review Questions	193
Skill-Building Activity	194
Websites to Explore	194
References	195
<b>Chapter 7 MODELS IN HEALTH EDUCATION AND HEALTH PROMOTION</b>	<b>199</b>
Learning Objectives	199
Planning Health Education and Health Promotion Interventions	199
PRECEDE-PROCEED	200
PATCH	209
MATCH	212
Intervention Mapping	217
APEXPH	219
PEN-3	220
Summary	226
Key Terms	226
Review Questions	227
Skill-Building Activity	227
Websites to Explore	228
References	229

<b>Chapter 8 THEORIES IN HEALTH EDUCATION AND HEALTH PROMOTION</b>	<b>231</b>
Learning Objectives •	231
Using Theories and Models • • • • • • • • • • • • • • • • • • •	231
Health Belief Model • • • • • • • • • • • • • • • • • • •	233
Transtheoretical Model • • • • • • • • • • • • • • • • • •	237
Theory of Reasoned Action, Theory of Planned Behavior, and the Integrative Model • • • • • • • • • • • • • • • • • •	242
Social Cognitive Theory • • • • • • • • • • • • • • • • • •	248
Social Marketing • • • • • • • • • • • • • • • • • •	251
Diffusion of Innovations Theory • • • • • • • • • • • • • •	254
Summary • • • • • • • • • • • • • • • • • •	259
Key Terms • • • • • • • • • • • • • • • • • •	259
Review Questions • • • • • • • • • • • • • • • •	261
Skill-Building Activity • • • • • • • • • • • • • •	261
Websites to Explore • • • • • • • • • • • • • •	261
References • • • • • • • • • • • • • • • •	262
<b>Chapter 9 METHODS IN HEALTH EDUCATION AND HEALTH PROMOTION</b>	<b>265</b>
Learning Objectives •	265
Methods of Teaching and Learning • • • • • • • • • • • • • • •	265
Cognitive Methods in Health Education • • • • • • • • • •	268
Affective Methods in Health Education • • • • • • • • •	271
Environmental Methods in Health Promotion • • • • • • • •	281
Summary • • • • • • • • • • • • • • • •	285
Key Terms • • • • • • • • • • • • • • • •	286
Review Questions • • • • • • • • • • • • • •	287
Skill-Building Activity • • • • • • • • • • • • •	287
Websites to Explore • • • • • • • • • • • • •	287
References • • • • • • • • • • • • • • •	288
<b>Chapter 10 POPULATION DYNAMICS AND CONTROL</b>	<b>291</b>
Learning Objectives •	291
Demographic Cycle • • • • • • • • • • • • • • • •	291
World Population Trends • • • • • • • • • • • • • •	292
World Population Stabilization or Decline Postpeak • • • • •	299
Summary • • • • • • • • • • • • • • • •	310
Key Terms • • • • • • • • • • • • • • •	311
Review Questions • • • • • • • • • • • • •	312
Skill-Building Activity • • • • • • • • • • • • •	312



Lack of Insurance and Access to Health Care Services	396
Financing Health Systems	399
US Health Care in the International Context	400
Utilization Trends	402
Private Health Insurance and Managed Care	404
Cost Containment Initiatives	406
Patient Protection and Affordable Care Act	408
Organization of Public Health in the United States	410
Summary	415
Key Terms	418
Review Questions	419
Skill-Building Activity	419
Websites to Explore	420
References	421
<b>Chapter 14 PROGRAM PLANNING, BUDGETING, MANAGEMENT, AND EVALUATION IN COMMUNITY INITIATIVES</b>	<b>425</b>
Learning Objectives	425
Planning Public Health Programs	425
Preparing Budgets for Public Health Programs	432
Administration and Management of Public Health Programs	440
Evaluation of Public Health Programs	445
Summary	451
Key Terms	452
Review Questions	453
Skill-Building Activity	453
Websites to Explore	454
References	455
<b>Chapter 15 SYSTEMS THINKING AND LEADERSHIP IN COMMUNITY AND PUBLIC HEALTH</b>	<b>457</b>
Learning Objectives	457
Systems Thinking: The Approach	457
Basics of Leadership	462
Leadership Styles	465
Leadership in Health Care	466
NCHL Health Leadership Competency Model	467
Cultural Competence	469
Summary	479
Key Terms	481
Review Questions	482

---

Skill-Building Activity	482
Websites to Explore	483
References	484
Glossary	489
Index	527