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Worksite Health Promotion

David Chenoweth
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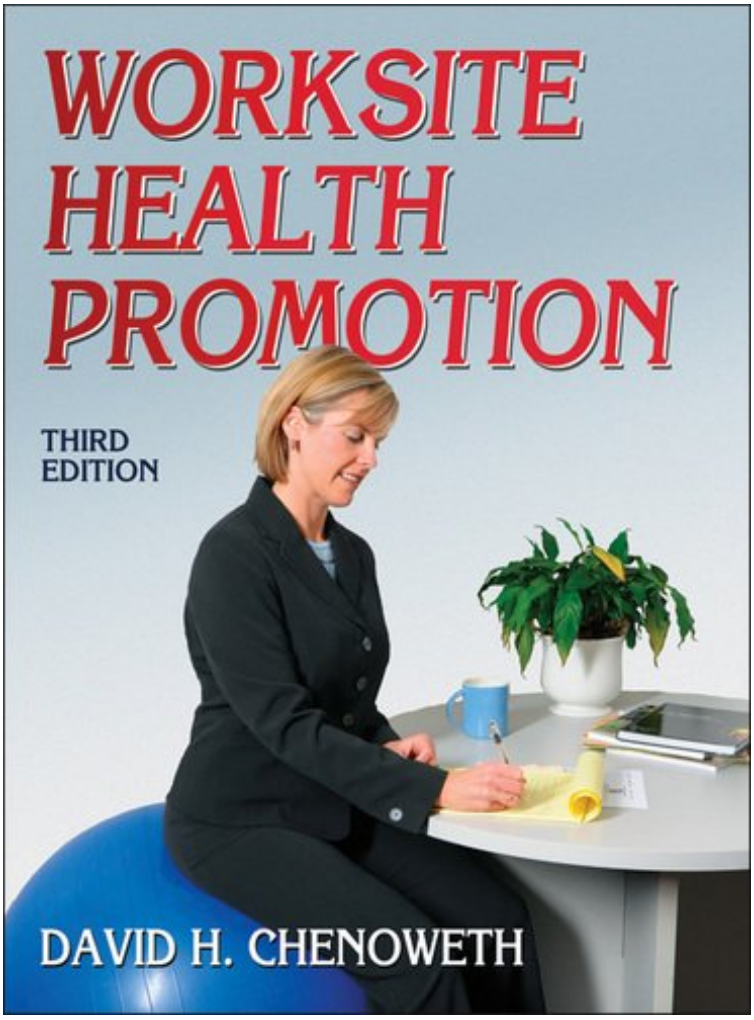

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David Chenoweth : Worksite Health Promotion before purchasing it in order to gage whether or not it would be worth my time, and all praised Worksite Health Promotion:

0 of 0 people found the following review helpful. Excellent resourceBy CustomerExcellent 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.0 of 0 people found the following review helpful. Five StarsBy robertPerfection0 of 0 people found the following review helpful. Five StarsBy Margaret ForthHelped with my school work.

In todayrsquo;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. Chenowethrsquo;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 todayrsquo;s workplace. This is followed by a discussion of the economic forces that make implementing worksite health programs so advantageous for employers. The textrsquo;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 employeesrsquo; 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.

About the Author David H. Chenoweth, PhD, has designed, implemented, and evaluated worksite health programs in the public and private sectors for more than 30 years as president of Chenoweth Associates, Inc. He is a frequent speaker to various business and health care groups and has authored eight books, including Planning Health Promotion at the Worksite, Health Care Cost Management, and Evaluating Worksite Health Promotion. Dr Chenoweth is a professor emeritus at East Carolina University, where he developed one of the first academic worksite health promotion programs in the United States. Dr. Chenoweth is a member of the International Association for Worksite Health Promotion and the American College of Sports Medicine. He has also chaired the Business and Industry Committee of the North Carolina Governorrsquo;s Council on Physical Fitness and Health and is a fellow of the Association for Worksite Health Promotion. In 2004, he was invited by the European Union to consult on worksite health promotion.