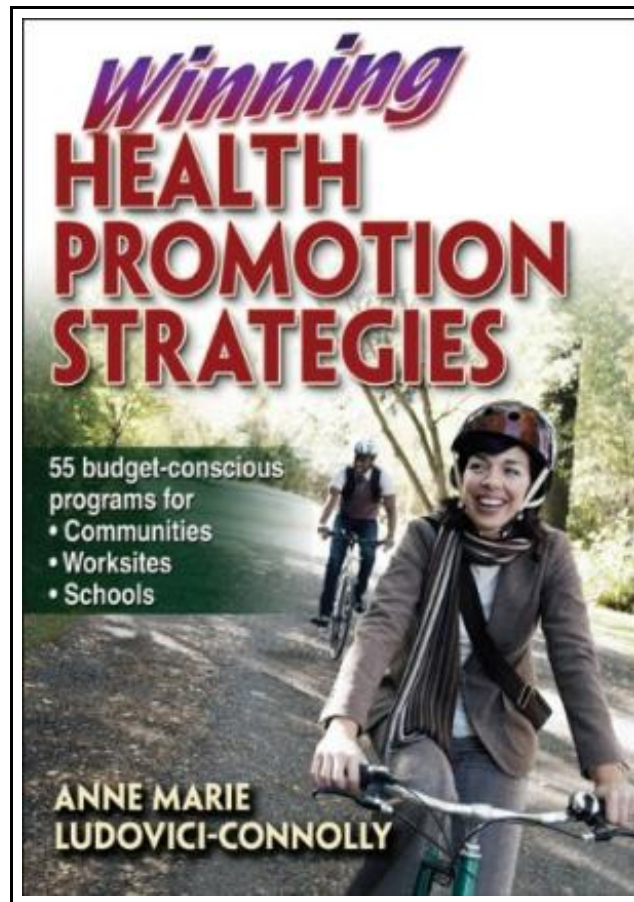


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Human Kinetics Publishers. Paperback. Book Condition: new. BRAND NEW, Winning Health Promotion Strategies, Anne Marie Ludovici-Connolly, Our society is facing a health crisis. Sedentary lifestyles, poor nutrition, and overcommitted schedules have led to obesity, chronic disease, elevated stress, and a host of other health problems for large segments of the population. The recent publication of the U.S. Health and Human Services Physical Activity Guidelines and launch of the National Physical Activity Plan have brought much-needed attention to these issues. These documents offer a road map for those working to promote healthier lifestyle choices, but it can be difficult to turn the guidelines into programs that appeal to the people most in need of help. "Winning Health Promotion Strategies" offers guidance to anyone looking to encourage the members of their communities, schools, and workplaces to make positive lifestyle changes. In "Winning Health Promotion Strategies," the author shares tips, techniques, and success stories based on her experiences implementing the governor's award-winning Get Fit Rhode Island program, which was instrumental in Rhode Island's being named the first Well State in the nation by the Wellness Councils of America. She has also gathered examples from model initiatives and evidence-based programs and advice from experts in the wellness industry that will help you better understand all of the factors involved in starting or improving your own initiatives. The book provides everything you need to succeed, whether your goal is to start a new program or to increase the visibility of existing programs: - Information on the benefits of health and wellness programming in various settings that will help you show return on investment, making it easier to gain approval and support for your programs - A step-by-step approach to program design and implementation that will make it easier for even those with little experience to...



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