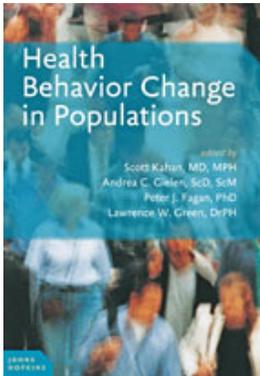# *Now Available*

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Health Behavior Change in Populations

edited by Scott Kahan, MD, MPH, Andrea C. Gielen, ScD, ScM, Peter J. Fagan, PhD, and Lawrence W. Green, DrPH

Health Behavior Change in Populations is designed to teach intermediate and advanced undergraduate students, graduate students, and practitioners the strategic principles and methods for creating positive behavioral change on a population level. With an emphasis on the application of theory and research to practice—and grounded in the ecological model of health behavior change—this core textbook presents current and future public health professionals with a variety of tools for helping people make healthful choices. It also teaches readers strategies for encouraging individuals to participate in community efforts that modify surroundings and circumstances to support actions conducive to health.

Written and edited by experts in the health professions, the book also addresses the magnitude of current public health challenges. In addition to identifying evidence-based interventions and best practices, the contributors offer guidance for reaching out to diverse communities, explain how social influences affect behavioral choice, and clarify support roles for key stakeholders, including insurers, employers, policymakers, community groups, clinicians, and health departments.

Scott Kahan, MD, MPH, is director of the Strategies to Overcome and Prevent (STOP) Obesity Alliance at George Washington University and the National Center for Weight and Wellness. He is an instructor at the Johns Hopkins Bloomberg School of Public Health and a clinical professor at the George Washington University School of Medicine and the George Washington University School of Public Health and Health Services. **Andrea C. Gielen, ScD, ScM,** is a professor of health, behavior, and society at the Johns Hopkins Bloomberg School of Public Health and director of the Johns Hopkins Center for Injury Research and Policy. **Peter J. Fagan, PhD,** is an associate professor of medical psychology in the Department of Psychiatry and Behavioral Sciences at Johns Hopkins University School of Medicine. **Lawrence W. Green, DrPH,** is a professor of epidemiology and biostatistics at the University of California, San Francisco, and a faculty associate of the Center for Tobacco Control Research and Education and the Helen Diller Family Comprehensive Cancer Center.

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