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A number of our titles are available as eTextbooks on CourseSmart available for purchase at www.CourseSmart.com. Wherever these formats are available, they are noted.

### A Note about Student and Instructor Resources

Many of our textbooks are accompanied by online instructor and student resources. Wherever these resources are available, they are noted as follows:

**Instructor Resources:**

- AK = Answer Key
- CS = Case Studies
- DQ = Discussion Questions
- IM = Instructor’s Manual
- PP = PowerPoint Slides
- SL = Sample Syllabus
- TB = TestBank
- TM = Test Modules
- WL = Web links

**Student Resources:**

- CP = Crossword Puzzles
- CQ = Interactive Chapter Quizzes
- FL = Interactive Flashcards
- IG = Interactive Glossary
- LO = Lecture Outlines
- RQ = Review Questions
- WL = Weblinks

Jones and Bartlett is pleased to announce a new partnership with the American Public Health Association. In their continuing effort to improve the public’s health, APHA will work closely with J&B to develop and publish the most authoritative resources for course instruction at both the graduate and undergraduate level. Stay tuned for more information on this exciting new development!
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- Epidemiology in Women’s Health by Ruby Senie
- Epidemiology of Chronic Disease by Randall Harris
- Essential Case Studies in Public Health: Putting Principle Into Practice  
  by Katherine Hunting and Brenda L. Gleason
- Essentials of Health, Culture, and Diversity by Mark Edberg
- Essentials of Program Planning and Evaluation by Karen McDonnell
- Essentials of Public Health Ethics  
  by Ruth Gaare Bernheim and James F. Childress
- Essentials of Public Health Preparedness by Rebecca Katz
- Field Epidemiology in Public Health Practice by Pia MacDonald
- Foundations of Environmental and Occupational Health by Janvier Gasana
- Global Case Studies in Maternal and Child Health by Ruth White
- Global Public Health, Third Edition  
  by Michael Merson, Robert Black, and Anne J. Mills
- Legal Issues in Occupational Safety  
  by Thomas D. Schneid and Michael S. Schumann
- Manual of Environmental Health Pests and Vectors of Disease  
  by Alice Anderson
- Public Health Core Functions in Action by Louis Rowitz
- Public Health Microbiology by Robert Burlage
Introduction to Public Health
Third Edition

Mary-Jane Schneider, PhD, School of Public Health, University at Albany, State University of New York, Rensselaer, NY

Inform your students about the important mission and broad reach of the field of public health with this lively, engaging, and highly readable introductory text from best-selling author Mary-Jane Schneider.

Explore the science behind public health and the government activities designed to keep the population healthy. Current controversies that surround public health policies and other headline news topics are examined, making the book relevant and interesting to readers who are new to the field. Perfect for students in either undergraduate- or graduate-level programs.

Key Features

• The author uses a reader-friendly, narrative style making the text engaging and accessible to a broad range of students.
• The text illustrates the multidisciplinary nature of public health and the complex ethical and political issues central to it.
• It includes discussions of epidemiological investigation, biomedical research, environmental assessment, analyses of individual and group behavior, massive data collection efforts, and policy developments.

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• Promoting Physical Activity
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“…one of the most interestingly organized books about public health I have ever seen. The chapter structure is more inquisitive or intellectual and less about rote memorization…. a welcome surprise in a large field of materials.”

— Patricia Wren,
Oakland University

“...a wonderful book … a valuable resource to help connect the students with field work, i.e. public health structure, epidemiology and outbreaks, environmental services, maternal child health services, etc.”

— Doris Ellison,
Edgewood College, School of Nursing

ISBN-13: 978-0-7637-6381-7 • Paperback • 600 Pages • © 2011 • Additional Format: CourseSmart

Instructor Resources: IM, PP, TB  Student Resources: FL, IG

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**Public Health 101**
*Healthy People–Healthy Populations*

**Richard Riegelman**, MD, MPH, PhD, Professor of Epidemiology-Biostatistics, Medicine, and Health Policy, and Founding Dean, The George Washington University School of Public Health and Health Services

**Public Health 101: Healthy People–Healthy Populations** provides a big-picture, population perspective on the determinants of health and disease and the tools available to protect and promote health. It examines the full range of options for intervention including use of the healthcare system, the public health system, and society-wide systems such as laws and taxation.

Through case studies, vignettes, and extensive examples, readers will come away with a clear understanding of how public health affects them in their everyday lives. They will learn and apply frameworks for thinking about the issues of public health and gain a deeper understanding about the health news they are exposed to each day.

Part of the *Essential Public Health* Series. Learn more on page 16 or log on to [www.essentialpublichealth.com](http://www.essentialpublichealth.com).

**Key Features**

- Frameworks for thinking, checklists, and step-by-step examples provide students with hands-on practice.
- Case studies, vignettes, and extensive illustrations reinforce the materials and provide interactive exercises for classroom discussions, homework, and examinations.
- A full package of instructor resources is available online at [http://publichealth.jbpub.com/essential/riegelman](http://publichealth.jbpub.com/essential/riegelman).

*To learn more about the AAC&U initiative, The Educated Citizen and Public Health, or to download the curriculum guide, log on to [www.aacu.org/public_health](http://www.aacu.org/public_health).*

Public Health 101 fully implements the curriculum framework and learning objectives of undergraduate public health studies as recommended by the Association of American Colleges and Universities (AAC&U)* and the Association for Prevention Teaching and Research (APTR).
Population Health
Creating a Culture of Wellness

David B. Nash, MD, MBA, Jefferson Medical College, Thomas Jefferson University
JoAnne Reifsnnyder, PhD, ACHPN, Thomas Jefferson University
Raymond Fabius, MD, CPE, FACPE, HealthNext, LLC
Valerie P. Pracilio, Thomas Jefferson University

With over 45.7 million uninsured in the United States and health reform a national priority, the need for population health management has never been more eminent. Population Health: Creating a Culture of Wellness offers an educational foundation for both professionals and students on the genesis and growth of this important topic. The book is a concise overview of the topic from the perspectives of providers and businesses. It offers a population-based approach to understanding disease management, chronic care management, and health policy, making it ideal for students in programs of public health, health policy, quality and patient safety, healthcare administration, medicine, nursing, pharmacy, social work, and other related clinical professions.

Available September 2010
Instructor Resources: PP, IM, TB

Public Health
What It Is and How It Works, Fourth Edition

Bernard J. Turnock, MD, MPH, School of Public Health, University of Illinois, Chicago

Explore the inner workings of the complex U.S. public health system—what it is, what it does, how it works, and why it is important. This comprehensive introduction covers system origins and development; relationship to the overall health system; organization at federal, state, and local levels; core functions; evidence-based practice and approaches to program planning and evaluation; activities such as epidemiological investigation, biomedical research, environmental assessment, policy development, and more.

Instructor Resources: PP, TB, SL, other
Student Resources: CQ, other

Essentials of Public Health

Bernard J. Turnock, MD, MPH, School of Public Health, University of Illinois, Chicago

This text uniquely combines an introduction to public health along with information on the career opportunities within this dynamic field. Ideal as an introductory text for undergraduates in public health, health science, nursing, medicine, and allied health, Essentials of Public Health offers clear, reader-friendly language and helpful learning tools such as chapter exercises and discussion questions.

Instructor Resources: PP, SL
Student Resources: CQ
Introduction to Epidemiology
Fifth Edition
Ray M. Merrill, PhD, MPH, Professor, Department of Health Science, Brigham Young University

Introduction to Epidemiology, Fifth Edition is a reader-friendly exploration of the basic principles of epidemiology. Readers will learn how to identify and describe problems, formulate research hypotheses, select appropriate research study designs, and apply the results to prevent and control disease and health-related events.

Ideal for the student with minimal training in the biomedical sciences, the Fifth Edition is a thorough revision that gives greater attention to real-world, contemporary public health problems involving both infectious and chronic diseases.

Key Features:
• Greater detail and explanation of descriptive and analytic study designs.
• A new chapter on clinical epidemiology
• Expanded section on the history of epidemiology and the role of causal inference in epidemiology.
• A new section on cluster analysis and a completely revised chapter on chronic disease epidemiology.

Paperback • 418 Pages • © 2010
Additional Format: CourseSmart

Instructor Resources: AK, IM, PP, TB
Student Resources: FL, IG

Principles of Epidemiology Workbook
Exercises and Activities
Ray M. Merrill, PhD, MPH, Professor, Department of Health Science, Brigham Young University

Perfect as a companion resource to any introductory epidemiology text, Principles of Epidemiology Workbook will engage your students in learning about epidemiologic methodology for conducting public health assessment. Readers will come away with a solid foundation of basic causal theory for identifying determinants of adverse health-related states or events and will gain a better understanding of the biological principles underlying the natural course of disease.

Divided into five chapters, the book covers assessment, disease etiology and investigation, clinical topics, evaluation, and communication. Definitions of statistical concepts and terms used in medical and epidemiologic literature are provided throughout.

Each chapter features:
• 10–20 mastery check questions with detailed answers
• 5 optional problems
• A case study
• A multiple choice, short answer quiz
(Answers to the cases and quizzes are provided as part of the online instructor resource package.)

250 Pages • © 2011 • Available September 2010
Epidemiology 101

Robert H. Friis, PhD, Professor and Chair, Department of Health Science, California State University, Long Beach

Designed to fulfill the four essential learning outcomes of Liberal Education and America’s Promise (LEAP)*, Epidemiology 101 meets the needs of instructors teaching an overview or introductory course in epidemiology. The book covers the basics of infectious disease epidemiology, environmental epidemiology, molecular epidemiology, and psychosocial/behavioral epidemiology using clear, cohesive, reader-friendly language.

“The author has outstanding experience which he shares in a descriptive and explanatory presentation. The contemporary examples are the best aspect of the book and they should stimulate students to adapt the concepts and design to issues in public health.”

—James C. Torner, MS, PhD, University of Iowa College of Public Health

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.


220 Pages • © 2010

Instructor Resources: IM, PP, TB
Student Resources: FL, IG, other

Epidemiology for Public Health Practice

Fourth Edition

Robert H. Friis, PhD, Professor and Chair, Department of Health Science, California State University, Long Beach
Thomas Sellers, PhD, MPH, University of South Florida

From authors Friis and Sellers comes the Fourth Edition of this best-selling introduction to epidemiology: Epidemiology for Public Health Practice. In clear and accessible language, this comprehensive text will introduce your students to the most important and timely issues in epidemiology today.

“I have been using this text for several years, and each edition keeps getting better and better! I especially like the new information in the 4th edition, Chapter 16, on epidemiology as a profession.”

—Sara S. Plaspohl, MHS, CIM, CIP, Armstrong Atlantic State University

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Features review questions for additional essay questions, and 12 new appendices.


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Instructor Resources: PP, TB, SL, other
Student Resources: FL, other
Essentials of Epidemiology in Public Health
Second Edition

Ann Aschengrau, ScD, Boston University School of Public Health
George R. Seage, ScD, Harvard University School of Public Health

This text combines theory and practice in presenting traditional and new epidemiologic concepts. Broad in scope, the text opens with five chapters covering the basic epidemiologic concepts and data sources. A major emphasis is placed on study design, with separate chapters devoted to each of the three main analytic designs: experimental, cohort, and case-control studies. An entire chapter is devoted to the concept of effect measure modification. Up-to-date examples from the epidemiologic literature on diseases of public health importance are provided.


Epidemiology
Beyond the Basics, Second Edition

Moyses Szklo, MD, DrPH, Johns Hopkins School of Public Health
Javier Nieto, MD, PhD, University of Wisconsin Medical School

This favorite intermediate epidemiology text takes readers through a more rigorous discussion of key epidemiologic concepts and methods such as study design, measures of association, research assessment, and more. With real-life examples throughout, the book avoids complex statistical formulations and is an invaluable resource to students and practicing epidemiologists.

“…a highly useful book filling a great gap in the literature… I am planning to open an advanced epidemiology course and there is no other book I would think of…”

— Omur Cinar Elci, PhD, East Carolina University


Study Guide to Epidemiology and Biostatistics
Sixth Edition

J. Richard Hebel, PhD
Robert McCarter, ScD
Both of the University of Maryland School of Medicine

Help your students understand some of the most elusive fundamentals of epidemiology and biostatistics. Study Guide to Epidemiology and Biostatistics, Sixth Edition clarifies difficult concepts such as person–time incidence rates, confounding, effect modification, P values, and survival analysis. Topics such as attributable risk, the use of odds and the application of probabilistic concepts in epidemiology, the reliability of screening tests, and longitudinal regression models are also covered.

Essentials of Biostatistics in Public Health

Lisa M. Sullivan, PhD, Boston University School of Public Health

Drawing on this award-winning author’s remarkable clinical experiences with the Framingham Heart Study, Essentials of Biostatistics in Public Health provides a fundamental and engaging background for students learning to apply and appropriately interpret biostatistical applications in the field of public health.

The text uses examples that are real, relevant, and manageable in size so that students can focus on applications rather than become overwhelmed by computations. For each topic, methodology—including assumptions, statistical formulas, and appropriate interpretations of results—is thoroughly discussed. It includes sections on study design and sample size computations, as well as an introduction to multivariable statistical methods that is accessible to first-year students and those with little background in math.

The text comes bundled with the workbook Statistical Computing Using Excel.

Essentials of Biostatistics in Public Health

232 Pages • © 2008

Instructor Resources: PP, TB, SL, other

Basic Biostatistics
Statistics for Public Health Practice

B. Burt Gerstman, MPH, PhD, San Jose State University

With language, examples, and exercises that are accessible to students with modest mathematical backgrounds, this is the perfect introductory biostatistics text for undergraduates and graduates in various fields of public health.

The book takes a modern approach to biostatistics with a focus on exploratory and descriptive analyses—a topic often missed in other introductory biostatistics texts. With chapters that are intentionally limited in scope to allow for flexibility in the order of coverage, it offers many visual presentations and schematics of complex mathematical concepts and theories. Illustrative, relevant examples and exercises are provided throughout to aid comprehension. Equal attention is given to manual calculations as well as to the use of statistical software such as StaTable, SPSS, and WinPepi.

Now Comes Bundled with a Student Study Guide!

This compendium of key formulas and tables is useful as a quick reference.

Basic Biostatistics
Statistics for Public Health Practice

557 Pages • © 2008

Instructor Resources: PP, other
Student Resources: Data Sets
**Infectious Disease Epidemiology**

*Theory and Practice, Second Edition*

Kenrad E. Nelson, MD, Johns Hopkins Bloomberg School of Public Health
Carolyn Masters Williams, PhD, MPH, National Institute of Allergy and Infectious Diseases, NIH

“...authoritative, comprehensive, and clearly written. Each chapter takes the reader from the fundaments to the cutting edge of practice. I expect that it will quickly take its place as the gold standard in the field.”

—Richard M. Frankel, MD, MPH, MS, FCAP, Tufts University


**Epidemiology and Prevention of Cardiovascular Diseases**

*A Global Challenge, Second Edition*

Darwin Labarthe, MD, PhD, MPH

From this award-winning professor comes this authoritative and comprehensive review of epidemiologic research and public health practice for the prevention of world’s leading causes of death. *Epidemiology and Prevention of Cardiovascular Diseases* describes the nature of the atherosclerotic and hypertensive diseases, reviews the evidence regarding their main determinants and means of prevention and control, and analyzes the process and outcomes of evaluating this evidence to formulate guidelines, recommendations, and policies for intervention. Finally, it reviews the case for prevention, actions being taken in the United States and around the world, and the priority issues for continuing epidemiologic research. Perfect for both students and practitioners, the *Second Edition* includes over 300 tables, figures, and exhibits, and has been thoroughly updated to reflect the most recent research in the field.


**Cases in Field Epidemiology**

*A Global Perspective*

Mark S. Dworkin, MD, MPH, FACP, University of Illinois at Chicago, School of Public Health

This collection of case studies—some never before published—uncover the details of actual disease outbreaks from within the United States and around the world. At the conclusion of each chapter, the investigator reviews the methods and processes that were employed to execute the investigation. Ideal as a complement to any text on infectious disease epidemiology, these case studies will bring to life the classic functions of field epidemiology and the application of epidemiological methods to unexpected health problems that require fast, on-site investigation and timely intervention.

Available September 2010
Sexually Transmitted Infections
Diagnosis, Management, and Treatment

Jonathan M. Zenilman
Mohsen Shahmanesh, MD

With an emphasis on practice, this resource is designed for clinicians involved in the diagnosis, management, and treatment of sexually transmitted and reproductive tract infections. Includes clinical and public health case studies as well as ample figures, illustrations, and photographs. Key references are provided at the end of each chapter.

Available September 2010

Reproductive Epidemiology
Principles and Methods

Ray M. Merrill, PhD, MPH, Brigham Young University

This unique book explores reproductive health problems and provides readers with a guide to the use of methods appropriate for challenging and sensitive research topics, including sexual behavior, abortion, illicit drug use, and sexual abuse. Readers will come away with a clear understanding of the practical applications of epidemiology in the promotion of complete physical, mental, social, spiritual, emotional, and environmental health as they relate to the reproductive system.

Instructor Resources: IM, PP, TB

Clinical Epidemiology
Principles, Methods, and Applications for Clinical Research

Diederick E. Grobbee, MD, PhD
Arno W. Hoes, MD, PhD
Both of the Julius Center for Health Sciences and Primary Care, University Medical Center, Utrecht, Netherlands

This comprehensive resource introduces the reader to the basics of clinical epidemiology and explores the principles and methods that can be used to obtain quantitative evidence on the effects of interventions and on the diagnosis, etiology, and prognosis of disease. The everyday challenges of clinical research and the quantitative knowledge required to practice medicine are also examined, making this book a valuable reference for both graduate and undergraduate students in medicine and related disciplines, as well as for professionals involved in the design and conduct of clinical research.

ADVANCED TOPICS IN EPIDEMIOLOGY

Oral Health Epidemiology
Principles and Practice

Amit Chattopadhyay, PhD, MPH, College of Public Health, University of Kentucky, Lexington

Oral Health Epidemiology prepares students to become skilled in epidemiologic, clinical-translational research approaches to oral health. The book refrains from presenting descriptive data about disease burden and instead emphasizes the correct application of the principles of epidemiology in oral health studies. This groundbreaking resource also offers practical guidance on how to write a research grant, design proper studies, and translate the findings into practice.


Forensic Epidemiology
Integrating Public Health and Law Enforcement

Sana Loue, JD, PhD, MPH, MSSa, Center for Minority Public Health, School of Medicine, Case Western Reserve University

Forensic Epidemiology explores the integration of the principles and methods of epidemiology with law enforcement functions in the administrative and criminal contexts. Case studies examine the intersecting issues in the areas of communicable disease, mental health and substance use, partner violence, biological terrorism, and environmental concerns such as environmental tobacco smoke and exposure to television violence. The book concludes with a look toward the future and suggestions for the training of professionals.

Instructor Resources: PP, TB

Fundamentals of Cancer Epidemiology
Second Edition

Phillip C. Nasca, PhD, School of Public Health, State University of New York, Albany
Harris Pastides, PhD, MPH, University of South Carolina, Columbia

Using a unique framework, Fundamentals of Cancer Epidemiology, Second Edition, helps readers develop an in-depth understanding of the current body of knowledge on cancer—what it is, how it is defined, how it develops in biological and genetic terms, which groups are at highest risk, and what causes it. The Second Edition features new chapters on cancer screening, drugs and cancer, and childhood cancers and expanded sections on interactions between genetic and environmental risk factors as well as new materials on cancer prevention strategies and expanded discussions about the public health implications of new scientific findings concerning the causes of various cancers.

Instructor Resources: PP
Essentials of Public Health Biology
A Guide for the Study of Pathophysiology

Constance U. Battle, MD, The George Washington University School of Public Health and Health Services

Understanding how and why manifestations of a disease occur and incorporating this knowledge into public health decision-making is the very essence of public health practice. Essentials of Public Health Biology explores pathophysiology within the context of public health. Readers will gain a clear understanding of the pathogenesis of various disease conditions and how to identify critical points at which such pathogenesis could either be prevented or interrupted. Infectious, nutritional, metabolic, genetic, and environmental risks and the impact of such risks on various organ systems are thoroughly examined.

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.

Instructor Resources: IM, PP, TB, other
Student Resources: FL, IG, other

The Microbial Challenge
Science, Disease, and Public Health, Second Edition

Robert Krasner, PhD, MPH, Providence College

This text presents a fascinating look at human–microbe interactions and examines the disease producers while discussing how we can live in harmony with microbes. It also discusses the ways in which beneficial microbes are involved in the cycles of nature and in the food industry, and how they are used as research tools. Ideal for undergraduate nonscience majors and allied and public health students, this unique text is a hybrid of microbiology and public health. With up-to-date content, current information on health organizations, including the CDC and WHO, and a new chapter on bacterial genetics, this text helps students better understand the biology of the microbial world and the societal factors that are both the cause and consequences of microbial disease.

Additional Format: CourseSmart
Instructor Resources: TB, other

Principles and Practice of Toxicology in Public Health

Ira S. Richards, PhD, College of Public Health, University of South Florida

This is the ideal text for a first course in toxicology for the public health student. In four sections, it offers an introduction to the field, as well as the basics of toxicology principles, systemic toxicity, and toxicology practice. It offers thorough coverage of the basic principles of toxicology without being too technical or specialized. With its reader-friendly, accessible language, this is the ideal text for students from a variety of backgrounds.

Instructor Resources: PP, TB
Essentials of Environmental Health
Second Edition
Robert H. Friis, PhD, Department of Health Science, California State University, Long Beach

This text is a clear and comprehensive study of the major topics of environmental health, including a background of the field and “tools of the trade,” environmental diseases, and applications and domains of environmental health.

“Robert Friis possesses an impressive ability to clearly present the complex interactions and relationships pertinent to environmental health. This book is a valuable cornerstone for the emerging Essential Public Health series.”

—J. Thomas Pierce, MBBS, PhD, Navy Environmental Health Center (for Doody’s Book Review Service; Doody’s Rating: 4 Stars)

450 Pages • © 2012 • Available October 2010

Instructor Resources: IM, PP, SL, TB
Student Resources: FL, WL

Environmental Health
Ecological Perspectives, Second Edition
Kathryn Hilgenkamp, EdD, CHES
Pam Doughty

This text provides balanced coverage of how humans are affected by the quality of air, water, and food as well as how humans affect these survival necessities. The evolution and prosperity of the human species has resulted in concerns about pollution, overpopulation, and several other issues that are having a harmful effect on humans and our environment. This knowledge, along with an understanding of the legislation and history of environmental issues, will help students to make positive changes in their behavior and in the world around them.

400 Pages • © 2012 • Available December 2010

Instructor Resources: IM, PP, TB
Student Resources: FL, IG, WL
Urban Health
Readings in the Social, Built, and Physical Environments of U.S. Cities

H. Patricia Hynes, MS, MA
Russell Lopez, ScD
Both of Boston University School of Public Health

New responses to the urban environment have arisen in the late 20th and early 21st centuries; responses that provide grounded and cohesive insights and plans of action to confront social inequality, health disparity, and environmental injustice in U.S. cities.

Urban Health is a collection of 13 articles that document action from these incisive and dimensioned responses. The authors introduce each set of articles with their own insightful analysis. These critical writings on the social, built, and physical environments offer a paradigm of environment protection that is rooted in civil rights for social and racial equality that considers the environment as the place where people live, work, play, and pray.

302 Pages • © 2009

Instructor Resources: TB, other

Understanding Environmental Health
How We Live in the World

Nancy Irwin Maxwell, DSc, MA,
Boston University School of Public Health

Now available with a Student Study Guide!

This innovative text takes a unique approach to presenting environmental health. Rather than being organized around the traditional regulatory fields, this book is structured around the things we do as individuals and societies that result in environmental health hazards.

The author details the hazards of energy production, industry, food production, and the modern lifestyle, while exploring our place within the local and global community. Understanding Environmental Health tells a connected narrative, making the text engaging and accessible to a broad range of students with a variety of scientific backgrounds. It offers the most concise introduction to environmental health while providing all the essential information about the classic regulatory domains and core competencies in environmental health.

378 Pages • © 2009

Instructor Resources: IM, PP, TB, other

Student Resources: FL, IG, WL
Engage Your Undergrads in Learning About Public Health with J&B’s Unique Essential Public Health Series

“An understanding of public health issues is a critical component of good citizenship and a prerequisite for taking responsibility for building healthy societies.”
—The Association of American Colleges and Universities (AAC&U)

From the impact of AIDS to the cost of health care, this learning-friendly suite of texts will introduce your students to the full range of issues that affect the public's health.

Designed to meet the AAC&U Recommendations for Undergraduate Public Health Education, the Essential Public Health series is ideal for undergraduate programs offering courses in Public Health, Global Health, Epidemiology, and more.

The series is closely tied to the Association of Schools of Public Health (ASPH) core and cross-cutting competencies which serve as the basis for certifying examination by the National Board of Public Health Examiners.

■ What makes this series unique?
  ✓ Comprehensive introductory course materials offer one-stop shopping.
  ✓ Consistent design and structure including chapter objectives, discussion questions, as well as ample tables, charts, and figures, provide a familiar and comfortable format for students and faculty.
  ✓ Clear, user-friendly, classroom-tested materials—each written by one or two authors to maintain a consistent ‘voice.’

■ Who are the authors?
  ✓ Experienced public health professors, many of whom have received teaching awards reflecting their skills and enthusiasm for teaching.
  ✓ Highly regarded experts with experience and accolades within their field.
  ✓ Authors who have worked together to ensure that their books fit together as an integrated whole.

■ What kind of ancillary materials are available?
  ✓ All texts are accompanied by a TestBank, PowerPoint slides, and Instructor’s Manual available through a single website: www.jbpub.com/essentialpublichealth.
  ✓ Accompanying Readers will broaden and deepen students’ understanding for Essentials of Health Policy and Law, Health Behavior, and Infectious Disease Epidemiology.

Learn more at: www.essentialpublichealth.com
"The series is a wonderful service to undergraduate public health education!"
—Leslie Elliott, MPH, PhD, Assistant Professor of Epidemiology, School of Community Health Sciences, University of Nevada, Reno

Texts in the Series

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Forthcoming in 2011 and 2012

Essential Case Studies in Public Health: Putting Principles Into Practice
Katherine Hunting, PhD, MPH and Brenda L. Gleason, MA, MPH

Essentials of Program Planning and Evaluation
Karen McDonnell, PhD

Essentials of Health, Culture, and Diversity
Mark Edberg, PhD

Essentials of Public Health Ethics
Ruth Gaare Bernheim, JD, MPH and James F. Childress, PhD

Essentials of Public Health Preparedness
Rebecca Katz, PhD, MPH

About the Series Editor

Richard K. Riegelman, MD, MPH, PhD is Professor of Epidemiology-Biostatistics, Medicine, and Health Policy, and founding dean at the George Washington University School of Public Health and Health Services in Washington, DC.

Dr. Riegelman has taken a lead role in developing the Educated Citizen and Public Health initiative which has brought together arts and sciences and public health education associations to implement the Institute of Medicine. At the School, he expanded training opportunities to include a number of doctoral and joint degree programs, and launched initiatives in long-term care, health law and policy, health services research, community-oriented primary care, health information systems, health communications, and distance education. He also led the development of the School's undergraduate major in public health, which has been offered since 2003.

To learn more about the series, or to request complimentary review copies for course adoption consideration, contact our knowledgeable publisher’s representatives or visit us online at www.essentialpublichealth.com.
Introduction to Global Health

Kathryn H. Jacobsen, MPH, PhD, Dept. of Global and Community Health, George Mason University

With a unique emphasis on possible solutions to world health problems, this book addresses all the key issues of global health at a level that is basic enough for students from a variety of backgrounds and majors. Covers biological and social aspects of major global health issues, especially in the areas of infectious disease, nutrition, and environmental health; examines population groups that are at increased risk of poor health and policies and programs designed to reduce health inequalities; explores the basic methods used to assess global health and the tools to locate and understand additional global health information.

“I have tried other books on Global Health that focused heavily on policy and the students were often overwhelmed. I think this new text is the right balance of science and policy.”

—Paula D. Walker, MD, Assistant Professor, Health Science Program, College of Science, Columbus State University


Instructor Resources: PP, TB

Student Resources: CP, FL, IG, WL
Case Studies in Global Health

Millions Saved

Ruth Levine, PhD, Center for Global Development

This series of 20 case studies will give your students a clear and inspiring picture of how global public health efforts have made a difference in the lives of people around the world. Drawing from a rich evidence base, the accessible case write-ups highlight experiences in scale-up of technologies, strengthening of systems, and the use of health education and policy change to achieve impressive reductions in disease and disability.

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.


Instructor Resources: IM, PP

Women’s Global Health and Human Rights

Padmini Murthy, MD, MPH, MS, CHES, New York Medical College School of Public Health, Valhalla

Clyde Lanford Smith, MD, MPH, DTM&H, Montefiore Medical Center, Albert Einstein College of Medicine

Featuring best practices and success stories, this text will inspire and educate your students toward positive action. Major topics include: globalization, gender-based terrorism and violence, cultural practices, health problems, and progress and challenges. The diversity of backgrounds of the invited authors contributes to the book’s richness of content.

“You will not find a more comprehensive collection of articles that hit on the primary issues in the field. Perfect for teaching an undergraduate audience.”

—Dr. Yasmina Katsulis, Women and Gender Studies Program, Arizona State University


Instructor Resources: PP, TB

International Public Health

Diseases, Programs, Systems, and Policies, Second Edition

Michael H. Merson, MD, Duke University

Robert E. Black, MD, MPH, Johns Hopkins University

Anne J. Mills, MA, DHSA, PhD, University of London

Ideal for graduate-level course work, this comprehensive text examines the wide range of global public health issues and the various approaches nations adopt to deal with them, with particular attention to the three greatest health challenges in developing countries: reproductive health, infectious disease, and nutrition. With an emphasis on the role of agencies in promoting health, this title illustrates the importance of health on the economic development of a nation, and the reciprocal impact of development on health status.

Global Surgery and Public Health
A New Paradigm

Catherine R. deVries, MD,
Clinical Professor of Surgery,
University of Utah, Salt Lake City

Raymond R. Price, MD, Vice Chairman,
Department of Surgery, Intermountain Medical Center

Until recently, surgical services in developing countries have been neglected, despite the critical role they could play in preventing disease and saving lives. Over the last few years, world leaders, public health professionals, and surgeons have collaborated to discuss public policies, resource utilization, healthcare reform, surgical safety, and workforce issues in order to bring these life-saving services to those most in need.

Global Surgery and Public Health: A New Paradigm offers the most current information as well as a systematic approach to considering surgery in the context of a broader umbrella of public health. It is ideal for courses in Global/International Health, Public Health, Surgery, Medical Anthropology as well as for professionals in public policy and international healthcare and humanitarian groups serving the surgical needs of patients in under-resourced settings.

400 Pages • © 2012 • Available December 2010

Global Health Disparities
Closing the Gap Through Good Governance

Enku Kebede-Francis, PhD, MS, MEd,
Tufts University Medical School

Ninety-five developing countries—more than half of the world’s population—have made significant strides in the last 30 years, improving life expectancy and the health of their populations. Despite economic limitations, social limitations, wars, and extended economic embargoes, these countries managed to provide basic health care, primary education, and clean water for their populations.

In this unique book, the author puts these 95 countries under the microscope through a detailed examination of best practices and best outcomes. How did they reach their present high level of life expectancy? How might future development programs be enhanced and what can other, still-developing countries learn from these examples? Should development assistance programs in the 21st century be based on teaching rather than giving unconditionally? Featuring case studies, detailed examinations of best practices, and numerous indices including the World Development Index, all these questions are addressed.

300 Pages • © 2011 • Available September 2010
Introduce your students to the principles and elements of community health through the lens of Community Oriented Primary Care (COPC) and Community Oriented Public Health (COPH).

Essentials of Global Community Health

Jaime Gofin, MD, MPH, George Washington University School of Public Health and Health Services
Rosa Gofin, MD, MPH, School of Public Health and Community Medicine, Hadassah and Hebrew University

Through a unique approach known as Community-Oriented Primary Care and Community-Oriented Public Health, this book looks at community health as the convergence of the individual orientation of clinical medicine and the population orientation of public health.

Through international case studies and an examination of key strategies, your students will be stimulated to consider community health not simply as a technique but as a systematic approach for indentifying the health needs of a population and selecting interventions to reduce health disparities.

Students will gain an understanding of:

• The definition of community including social, economic, and cultural dimensions.
• The continuum of health and disease within the community context.
• Measurements of health, wellness, and disease based on quantitative and qualitative methods.

• Settings for healthcare delivery and health promotion and other resources including those outside the traditional health sector.
• How to identify and plan community health interventions including health needs assessment, priority setting, selection of evidence-based interventions, and evaluation, including study designs in community health interventions.
• Policy implications for community health.
• The role of community involvement in community health.
• How to address issues of health disparities and cultural sensitivity.
• The costs of community health interventions and how to manage financial resources.
• Community health in the global context.

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.
An Introduction to Community Health
Sixth Edition

James F. McKenzie, PhD, MPH, CHES
Robert R. Pinger, PhD
Jerome E. Kotecki, HSD
All of Ball State University

An Introduction to Community Health, Sixth Edition reflects the latest trends and statistics in community health. With an emphasis on developing the knowledge and skills necessary for a career in health education, this best-selling introductory text covers such topics as epidemiology, community organization, program planning, minority health, health care, mental health, environmental health, drugs, safety, and occupational health.

Short scenarios, key terminology, marginal definitions, and Web activities found in each chapter make this an accessible and reader-friendly resource for the beginning community health student.

Key Features

- Thorough coverage of Healthy People 2010 goals and objectives.
- Short scenarios presented at the beginning of each chapter that bridge the gap between students’ personal experiences and ideas discussed within the chapter.
- Bold-faced key terms within the text and definitions in the margins.
- Web activities encourage students to further explore the chapter’s content by visiting relevant community/public health Web sites.
- A Student Note-Taking Guide is packaged with the text to enable students to revisit key topics discussed in the text.

“Great summary text for an introductory public health course!”

— Peter N. Tabbot, MPH, HO, Bloustein School of Planning and Public Policy, Rutgers University

“...a great text and wonderful presentation. The case studies and follow-up questions are a wonderful learning activity and a godsend for this type of text.”

— Kari R. Lane, MSN, RN, South Dakota State University


© Instructor Resources: IM, PP, TB © Student Resources: FL, IG, other
Cultural Competency in Addressing Health Disparities

Sade Kosoko-Lasaki, MD, MSPH, MBA, Creighton University
Cynthia Theresa Cook, PhD, Florida A&M University
Richard L. O’Brien, MD, FACP, Creighton University

*Cultural Competency in Addressing Health Disparities* identifies the United States’ most vulnerable populations and offers guidelines on how to avoid cultural incompetence and promote cultural proficiency. Written by experienced healthcare practitioners and researchers, this book will help us to address *Healthy People 2010*, which challenges individuals, communities, and professionals to take specific steps to ensure that good health, as well as long life, is enjoyed by all. This demands the ability to relate effectively to persons of many different cultures to ensure collaborative participation in research, clinical patient care, and disease prevention.

Instructor Resources: DQ, PP

Multicultural Health

Lois Ritter, EdD, MS, MA, California State University, East Bay
Nancy A. Hoffman, JD, BSN, California State University, East Bay

*Multicultural Health* serves as a comprehensive guide for healthcare workers in any cultural community. By focusing on differences in cultural beliefs about health and illness and models for cross-cultural health and communication, this text helps students and professionals learn effective ways to implement health promotion programs and program evaluation across cultures.

ISBN: 978-0-7637-5742-7 • Paperback • 405 Pages • © 2010
Instructor Resources: IM, PP, TB

Cultural Competency for Health Administration and Public Health

Patti E. Rose, MPH, EdD, University of Miami

Introduce your students to the critical topics and tools necessary for the application of cultural competency processes in various healthcare settings. This book offers an overview of demographic changes in the United States, as well as accreditation requirements and cultural competency, cultural nuances of specific groups, and a comprehensive review of the Culturally and Linguistically Appropriate Services (CLAS) Standards and beyond. Attention is also given to the associated costs, time, and skill sets associated with the process of moving a healthcare organization toward cultural competency. Readers will gain valuable insight into the process of assessment, and its relevance to health administration and public health, and will come away with a systematic and disciplined approach to the process of achieving cultural competence.

Instructor Resources: IM, PP, TB
Theory in Health Promotion Research and Practice
Thinking Outside the Box
Patricia Goodson, PhD, College of Education and Human Development and Department of Health and Kinesiology, Texas A&M University

While other texts focus on the most commonly used theories in health promotion and health education, *Theory in Health Promotion Research and Practice* goes beyond; it guides the reader to reflect on the process of thinking theoretically and offers additional tools to facilitate the theoretical thinking process. Numerous examples of concepts, strategies, and procedures are woven throughout along with charts, diagrams, and graphs to help visualize abstract concepts and relationships. The text is also interspersed with segments containing the author’s personal reflections on the complexities inherent in the practice of theory, which serve to bring the material to life in an engaging way.

Instructor Resources: DQ, IM, PP, TB

Essentials of Health Behavior
Social and Behavioral Theory in Public Health
Mark Edberg, PhD, The George Washington University School of Public Health and Health Services

*Essentials of Health Behavior* explores the general body of theory from the disciplines of psychology, sociology, and anthropology to understand and explain human behavior. Filled with real-life examples and profiles, the text looks at some of the ways these theories and approaches are used in applied health promotion efforts in the United States and around the world.

Part of the *Essential Public Health* Series. Learn more on page 16 or log on to [www.essentialpublichealth.com](http://www.essentialpublichealth.com).

Instructor Resources: IM, PP, SL

Essential Readings in Health Behavior
Theory and Practice
Mark Edberg, PhD, The George Washington University School of Public Health and Health Services

*Essential Readings in Health Behavior* offers selections from readings referred to and outlined in the companion text, *Essentials of Health Behavior*. Each reading is introduced with an annotation that ties it to the themes outlined in the main text and provides the students with options for exploring issues in more depth. The Readings also include case-related articles concerning ways in which the theoretical approaches to behavior have been applied in real-world settings—both successfully and unsuccessfully.

Part of the *Essential Public Health* Series. Learn more on page 16 or log on to [www.essentialpublichealth.com](http://www.essentialpublichealth.com).

Introduction to Health Behavior Theory

Joanna Aboyoun Hayden, PhD, CHES, William Paterson University

*Introduction to Health Behavior Theory* is designed to provide students with an easy-to-understand, interesting, and engaging introduction to the theoretical basis of health education.

Written with the undergraduate in mind, the text uses comprehensive and accessible explanations to help students understand what theory is, how theories are developed, and what factors influence health behavior theory. Covering the more frequently used health behavior theories, the author breaks each theory into concept and constructs to enhance comprehension and encourages students to discover how these theories can be put into practice. Its length makes it the perfect supplement to add depth to any introductory health theory course.

148 Pages • © 2009

Theoretical Foundations of Health Education and Health Promotion

Manoj Sharma, MBBS, CHES, PhD, University of Cincinnati
John A. Romas, MPH, PhD, Minnesota State University, Mankato

*Theoretical Foundations of Health Education and Health Promotion* introduces readers to common theories from behavioral and social sciences that are being used in health education and promotion today.

With its accessible language and emphasis on practical application, this text helps students grasp new theories easily and shows students how to use these theories effectively when designing programs in community, school, work-site, or patient care settings.

273 Pages • © 2008

Instructor Resources: PP, TB
Student Resources: IG, FL, other
The New World of Health Promotion
New Program Development, Implementation, and Evaluation

Bernard J. Healey, PhD, Kings College
Robert S. Zimmerman, Jr., MPH, former Secretary of Health for the State of Pennsylvania

The New World of Health Promotion: New Program Development, Implementation, and Evaluation uses the concepts of epidemiology and collaboration to define the real causes of chronic diseases and provides a methodology to develop cost-effective programs to better inform the population on how to prevent these diseases and their expensive complications. Healthcare workers and health educators will find that this essential tool provides them with the necessary skills to develop, implement, and evaluate health promotion programs.

ISBN: 978-0-7637-5377-1 • Paperback • 421 Pages • © 2011
Instructor Resources: IM, PP, TB

Community Health Education
Settings, Roles, and Skills, Fifth Edition

Mark J. Minelli, MA, MPA, PhD, Central Michigan University
Donald J. Breckon, MA, MPH, PhD, Park University

Now in its Fifth Edition, this comprehensive text explores the latest concepts and strategies in the field of health education. In four parts, it explores community health education past and present; settings and roles for community health education; professional skills and practice; and the future of community health education. Two new chapters cover the topics of creativity and international health education and promotion. New public health challenges such as emergency response, Avian Flu, SARS, and designer drugs of abuse have been woven throughout the chapter materials.

Instructor Resources: IM, TB, Other

Community Health Education Methods

Robert J. Bensley, PhD, Western Michigan University
Jodi Brookins-Fisher, PhD, Central Michigan University

This thorough revision teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities. This text explores the methods used by health educators, including didactic techniques designed to guide others toward the pursuit of a healthy lifestyle. The authors explain the essential tools involved in communicating messages to specific audiences, providing readers with a full grasp of the skills necessary in making a difference.

Instructor Resources: IM, PP, TB
Student Resources: FL, IG, other
Health Promotion and Education Research Methods
Using the Five-Chapter Thesis/Dissertation Model
Second Edition

Randy Cottrell, DEd, CHES, University of Cincinnati
James F. McKenzie, PhD, MPH, CHES, Ball State University

Provide your students with a comprehensive and thorough presentation of the skills and processes needed to complete high quality research. This book offers an overview of the different approaches to research methods and introduces the five-chapter thesis or dissertation format. Designed for health education specialists, the text uses plenty of health education examples to help students learn and understand how research is used within the Health Promotion and Education profession.


Global Perspectives in Workplace Health Promotion

Wolf Kirsten, President, International Health Consulting, Berlin, Germany
Robert Karch, Professor, American University

Coupled with growing demands for increased productivity in the competitive global marketplace, employers worldwide are increasingly recognizing the fact that a more proactive and systematic approach to promoting employee health is required.

This book highlights how 20 key countries are addressing these challenges by focusing on the specific areas regarding workplace health promotion. Topics such as risk behaviors; existing healthcare systems; historical and cultural influences; key drivers for establishing health promotion programs; examples of best practices are covered.

Available October 2010

Health Program Planning and Evaluation
A Practical, Systematic Approach for Community Health, Second Edition

L. Michele Issel, PhD, RN, Clinical Associate Professor, School of Public Health–University of Illinois, Chicago

Featuring reader-friendly, accessible language, and practical tools and concepts, this outstanding resource prepares students for the process of developing, implementing, and evaluating successful community health promotion programs.

“…addresses important issues in program planning and evaluation. Good use of examples, tables, figures, and activities. Very appropriate for graduate nursing.”

—Inrid Brudenell, RN, PhD, Department of Nursing, Boise State University

Instructor Resources: IM, PP
Social Marketing for Public Health

Global Trends and Success Stories

Hong Cheng, PhD, E. W. Scripps School of Journalism, Ohio University
Philip Kotler, PhD, Kellogg School of Management, Northwestern University
Nancy Lee, MBA, Social Marketing Services, Inc., Mercer Island, Washington

Featuring fifteen real-world case studies spanning six continents, this book explores key breakthroughs and innovative techniques that have made social marketing a formidable weapon across a wide range of health crises. Covers topics such as tuberculosis in Peru, tobacco addiction in the United States, HIV/AIDS in Mexico, Hepatitis B in China, and contraceptive use in India.


Instructor Resources: PP

Marketing Public Health

Strategies to Promote Social Change, Second Edition

Michael Siegel, MD, MPH, Boston University School of Public Health
Lynne Doner Lotenberg, MA

Give your students an understanding of basic marketing principles and how to strategically apply these principles to public health initiatives. This book includes case studies written by well known guest contributors from the front lines and gives equal attention to approaches for ‘upstream’ changes in policy, legal, economic, and social environments as well as the traditional ‘downstream’ use of social marketing to help individuals change their own health behaviors.


Instructor Resources: IM, PP, TB
Essentials of Health Policy and Law

Joel B. Teitelbaum, JD, LLM
Sara E. Wilensky, JD, MPP
Both of The George Washington School of Public Health and Health Services

Essentials of Health Policy and Law helps the reader understand the broad context of health policy and law, the essential policy and legal issues impacting and flowing out of the healthcare and public health systems, and the way health policies and laws are formulated.

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.

Instructor Resources: IM, PP, TB, SL

Essential Readings in Health Policy and Law

Joel B. Teitelbaum, JD, LLM
Sara E. Wilensky, JD, MPP

Featuring the thought-provoking perspectives of individual authors, policymakers, and judges that span the spectrum of political and social thought, this collection of carefully selected readings will stimulate classroom discussion, reflection, and analysis of the issues covered in the companion textbook, Essentials of Health Policy and Law.

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.

Instructor Resources: SL

Essentials of Health Economics

Diane Dewar, PhD, University at Albany, State University of New York, School of Public Health

Now comes with a Student Study Guide!

Essentials of Health Economics takes a timely approach to the study of the public healthcare system through the lens of economics. Featuring numerous examples and profiles, your students will easily grasp the importance and relevance of health economics as well as the relationship of economics to more general analysis of health policy issues. This book has wide appeal among students of public health and health administration, as it conveys the essence of the economic issues at hand while avoiding complicated methodological issues that would interest only students of economics. Written with the non-specialist in mind, it focuses on descriptive, explanatory, and evaluative economics in a systematic way.

Part of the Essential Public Health Series. Learn more on page 16 or log on to www.essentialpublichealth.com.

Instructor Resources: IM, PP
Students Resources: FL, IG, WL
Emergency Public Health
Preparedness and Response

Girish Bobby Kapur, MD, MPH,
Director of Educational Affairs, Baylor College of Medicine
Jeffery P. Smith, MD, MPH,
Director of Clinical Operations, GWU Hospital Emergency Department

As large-scale emergencies continue to pose a threat to U.S. populations at the local, state, and national levels, the public and private sectors are demanding improved public health preparedness, response, and cooperation for such events. This ground-breaking resource carefully describes how the public health infrastructure can prepare and respond to complex, large-scale emergencies.

Divided into eight sections, the text addresses the following topic areas: government and public emergencies, private sector and NGO’s, public health tools, terrorism, natural disasters, infectious diseases, industrial emergencies, and social and mental health issues. Each chapter includes historical perspectives and a case study, as well as online resources.

350 Pages • © 2011 • Available September 2010
 Instructor Resources: IM, TB, PP

Health Care Emergency Management
Principles and Practice

Michael J. Reilly, MPH, NREMT-P, DrPH,
Center for Disaster Medicine, School of Public Health, New York Medical College
David S. Markenson, MD, Center for Disaster Medicine, School of Public Health, New York Medical College and Westchester Medical Center, Westchester, New York, FEMA National Advisory Council

Recent research underscores a serious lack of preparedness among hospitals nationwide and a dearth of credible educational programs and resources on hospital emergency preparedness. As the only text of its kind, Health Care Emergency Management specifically addresses hospital and health system preparedness in the face of a large scale disaster or other emergency.

Through case studies, scenarios, and practical examples, this text engages the reader in active learning. Each chapter includes learning objectives and end-of-chapter questions for content review. Administrators, emergency preparedness coordinators, or clinical staff who are charged with managing preparedness and emergency management functions for hospitals or healthcare systems will turn to this guide as an essential reference in planning for large scale disasters.

350 Pages • © 2011 • Available June 2010
 Instructor Resources: PP, TB
Public Health Leadership
Putting Principles into Practice, Second Edition
Louis Rowitz, PhD, School of Public Health, University of Illinois, Chicago

Public Health Leadership explores the basic theories and principles of leadership and their application in the public health setting. Leadership skills and competencies, as well as methods for measuring and evaluating leaders are all thoroughly covered. This thorough revision includes four new chapters covering the interface between management and leadership, systems and complexity leadership concerns, and employee development. The final new chapter will explore the transition from traditional leadership roles to the new roles required by a focus on bioterrorism and other disasters. New case studies, interviews, and exercises have also been added.

Instructor Resources: PP

Public Health Administration
Principles for Population-Based Management, Second Edition
Lloyd F. Novick, MD, MPH, Brody School of Medicine, East Carolina University
Cynthia B. Morrow, MD, MPH, State University of New York Upstate Medical University
Glen P. Mays, PhD, MPH, University of Arkansas for Medical Sciences

From the editor-in-chief of the Journal of Public Health Management and Practice, this is the definitive book on public health administration. With contributions from top leaders in areas ranging from workforce to community-based prevention to emergency preparedness, this thorough revision offers detailed, comprehensive coverage of current, relevant issues for future and practicing public health administrators.

Instructor Resources: PP

Essentials of Management and Leadership in Public Health
Robert E Burke, PhD
Leonard H. Friedman, PhD, MPH
Both of the George Washington School of Public Health and Health Services

Driven by recent events and new trends, public health training increasingly requires new and more advanced information—leadership and management skills drawn from business, industry, education, and government. This text offers a basic foundation for students entering the field of public health management with a specific focus on developing knowledge and skills in the cross-cutting competency domains identified by the ASPH.

Available May 2010
Instructor Resources: IM, PP, TB
**Essentials of Public Health Management**  
*Second Edition*

**L. Fleming Fallon Jr., MD, DrPH, MBA,**  
Bowling Green State University  
**Eric Zgodzinski, MPH,**  
Toledo-Lucas County Health Department

**Essentials of Public Health Management** is a practical, nontheoretical reference that will thoroughly prepare your students for the hands-on management and daily operations of the complex public health department or agency. Featuring all new case studies in each chapter, the *Second Edition* has been completely reworked with the most up-to-date information on organizational resources, human resources, and operations all within the context of the public health agency. This revision features five new chapters covering: community and environmental health; ethics; an overview of human resources; mental health issues in the workplace; and the transformation of the practice of public health.

Instructor Resources: IM, PP, TB, SL, other

**Public Health Business Planning**  
*A Practical Guide*

**Stephen N. Orton, PhD,**  
UNC Gillings School of Global Public Health  
**Anne J. Menkens, MA,**  
UNC Gillings School of Global Public Health  
**Pamela Santos, MBA,**  
Kenan Institute of Private Enterprise, University of North Carolina at Chapel Hill

Based on the curriculum of the highly successful Management Academy for Public Health (UNC Chapel Hill), *Public Health Business Planning* offers practical, step-by-step guidance for creating business plans that address the unique challenges of public health programs. The chapters thoroughly cover each part of a business plan (marketing, operations, budgeting, etc.) in a user-friendly style that is appealing to students and practicing public health managers alike.


**Managing the Public Health Enterprise**

**Edward Baker, MD, MPH,**  
UNC Gillings School of Global Public Health  
**Anne J. Menkens, MA,**  
UNC Gillings School of Global Public Health  
**Janet E. Porter, PhD,**  
Dana-Farber Cancer Institute

This book is an accessible, reader-friendly source of practical information for the public health manager, with chapters on such topics as how to be an effective coach to maximize your team’s performance; the essentials of effective partnerships and other relationships; how to create and sustain successful public health initiatives using business skills; how to run meetings, manage electronic correspondence, manage your relationship with your boss; and otherwise keep the modern public health organization running smoothly.

of microbial, chemical, and radiological analysis to personnel, certification, and budget issues. More than a litany of tests and procedures, this book details the background of each disease, compound, or agent in question and explains the range of analyses and algorithms available for its evaluation. The book places the work of PHLs into a contemporary context, examining their critical importance with regard to terrorism preparedness, disaster relief, and infectious disease response as well as their impact on personal and public health.

© Instructor Resources: PP

Public Health Laboratories
Analysis, Operations, and Management

Wiley D. Jenkins, PhD, MPH,
Department of Family and Community Medicine
Southern Illinois University School of Medicine

Get an Inside Look at the Unique Inner-Workings of Public Health Laboratories!
What do public health laboratories do?
What is their mission and how do they use the data they produce? How are these laboratories involved in contemporary issues such as terrorism response and emergency preparedness?

This singular text delves into the science and management of Public Health Laboratories (PHLs) in the United States, from the basics


Public Health Career Choices That Make a Difference
Bernard J. Turnock, MD, MPH, School of Public Health,
University of Illinois, Chicago

This is the first book about public health workers, both current and future, and what they do. With detailed up-to-date information on job duties, qualifications, skills, salary expectations, career ladders, and professional networks, this unique text sorts out the myriad career specialties within public health and is a must-have resource for anyone considering a career in this important field.
