

# Public Health

## *2007*



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**Michael Brown**  
Publisher

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#### Instructor Resources:

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CS = Case Studies  
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PP = PowerPoint slides  
SL = Sample Syllabus  
TB = TestBank  
TM = Teaching Modules

#### Student Resources:

CQ = Chapter Quizzes  
FL = Flashcards  
LO = Lecture Outlines  
RQ = Review Questions  
WL = Web Links

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## The Essential Public Health Series



*Essential Public Health* is an introductory series that captures the full range of issues that affect the public's health from the impact of AIDS to the cost of health care. Edited by Richard Riegelman, the series takes the big picture "population health" perspective by introducing concepts and content that are fundamental to the study and practice of public health. The series will be closely tied to the new public health core competencies, which will serve as the basis for the certifying examination by the National Board of Public Health Examiners.



**AVAILABLE NOW**

### Essentials of Environmental Health

Robert H. Friis, PhD  
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**AVAILABLE NOW**

### Essentials of Public Health

Bernard J. Turnock, MD, MPH  
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**AVAILABLE SUMMER 2007**

### Essentials of Global Health

Richard Skolnik, MPA  
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**AVAILABLE NOW**

### Case Studies in Global Health

*Millions Saved*  
Ruth Levine, PhD  
Page 7

**AVAILABLE APRIL 2007**

### Essentials of Health Behavior

*Social and Behavioral Theory in Public Health*

Mark Edberg, PhD  
With accompanying *Readings\**  
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**AVAILABLE FALL 2007**

### Essentials of Infectious Disease Epidemiology

Manya Magnus, PhD, MPH  
With accompanying *Readings\**  
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**AVAILABLE MARCH 2007**

### Essentials of Health Policy and Law

Joel B. Teitelbaum, JD, LLM and  
Sara E. Wilensky, JD, MPP  
With accompanying *Readings\**  
Page 11

**AVAILABLE IN 2008**

### Essentials of Public Health Economics

Diane Dewar, PhD  
With accompanying *Workbook*

**AVAILABLE IN 2008**

### Essentials of Public Health Biology

*A Companion Guide for the Study of Pathophysiology*  
Constance Battle, MD

**AVAILABLE IN 2008**

### Fundamentals of Public Health Management and Leadership

Christopher Cassirer, ScD, MPH, and  
Robert Burke, PhD  
With accompanying *Case Studies*

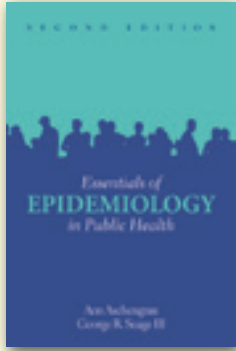
\*Readings available in 2008.

## About the Editor

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

**Would you like to consider any of these texts for course adoption?**

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**AVAILABLE JUNE 2007!**

## Essentials of Epidemiology in Public Health

SECOND EDITION

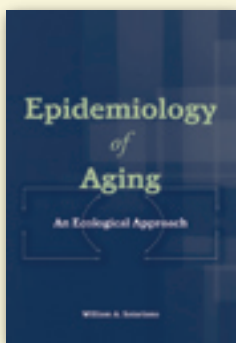
**Ann Aschengrau, ScD**, Boston University School of Public Health  
**George R. Seage III, ScD**, Harvard School of Public Health  
 ISBN-13: 978-0-7637-4025-2  
 ISBN-10: 0-7637-4025-X  
 Paperback • 500 Pages • © 2008

**Instructor Supplements: IM, PP, SL, TB**  
**Student Resources: FL, LO, WL**

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.

Full chapters on bias, confounding, and random error, including the roll of statistics in epidemiology, ensure that students are well-equipped with the necessary information to interpret the results of epidemiologic studies. An entire chapter is devoted to the concept of effect measure modification, an often-neglected topic in introductory textbooks.

The *Second Edition* has been thoroughly revised with up-to-date examples and data from epidemiologic literature and features over 100 new study questions.

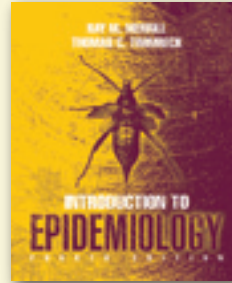


## Epidemiology of Aging

*An Ecological Approach*

**William A. Satariano, PhD, MPH**, University of California, Berkeley  
 ISBN-13: 978-0-7637-2655-3  
 ISBN-10: 0-7637-2655-9  
 Paperback • 424 Pages • © 2006

This is the first title to provide a comprehensive overview of the epidemiology of aging utilizing an ecological model. Using this approach, the author highlights the interplay of biological, social, and environmental factors affecting individuals, families, and communities. With a strong interdisciplinary focus, this book provides a clear, coherent structure to address the diversity of topics in this increasingly vital field.



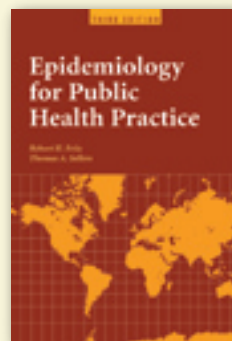
## Introduction to Epidemiology

FOURTH EDITION

**Ray M. Merrill, PhD, MPH**, Brigham Young University  
**Thomas C. Timmreck, PhD**, California State University, San Bernardino  
 ISBN-13: 978-0-7637-3582-1  
 ISBN-10: 0-7637-3582-5  
 Paperback • 352 Pages • © 2006

**Instructor Supplements: CQ, IM, PP, TB**

This is the ideal introductory epidemiology text for the student who has minimal training in the biomedical sciences and statistics. The *Fourth Edition* captures the evolution of the discipline, with a greater emphasis on acute and chronic, noninfectious diseases than ever before. New case studies and news files represent applications of commonly used research designs in epidemiology. Learning objectives lead each chapter and detailed tables and figures are used to summarize and clarify important concepts and information.



## Epidemiology for Public Health Practice

THIRD EDITION

**Robert H. Friis, PhD**, California State University, Long Beach  
**Thomas A. Sellers, PhD, MPH**, University of South Florida  
 ISBN-13: 978-0-7637-3170-0  
 ISBN-10: 0-7637-3170-6  
 Paperback • 640 Pages • © 2004

**Instructor Supplements: PP, SL, TB**  
**Student Resources: FL, LO, RQ, WL**

Providing a comprehensive look at all the major topics from study designs and descriptive epidemiology, to quantitative measures and terminology, this is a favorite textbook for undergraduate and graduate students new to epidemiology. Distinguishing itself from other texts with its accessible writing style and immediacy of information presented, the *Third Edition* has been extensively revised, with updated data and statistics essential to understanding the importance of epidemiology to public health.

*“Up-to-date material...easy to understand narratives...excellent study questions.”*

—**Dr. M.E. Robinson**, St. Joseph's College, Brooklyn, NY

**NEW!**

## Epidemiology Beyond the Basics SECOND EDITION

Moyses Szklo, MD, DrPH, Johns Hopkins Bloomberg School of Public Health  
F. Javier Nieto, MD, PhD, University of Wisconsin Medical School  
ISBN-13: 978-0-7637-2927-1  
ISBN-10: 0-7637-2927-2  
Paperback • 489 Pages • © 2007

Written for those who are familiar with the basic strategies of analytic epidemiology, this book 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 for intermediate students and practicing epidemiologists who wish to expand their knowledge of epidemiology and its role in the medical and public health sciences.

This thorough revision features end-of-chapter exercises as well as an entirely new chapter devoted to issues related to the interface between epidemiology, health policy, and public health, such as Rothman's causality model, proximal and distal causes, and Hill's guidelines. Careful attention is also given to sensitivity analysis, meta-analysis, and publication bias.

**AVAILABLE LATE 2007!**

## Fundamentals of Cancer Epidemiology SECOND EDITION

Phillip C. Nasca, PhD, MPH, University of Massachusetts, Amherst  
Harris Pastides, PhD, MPH, University of South Carolina  
ISBN-13: 978-0-7637-3618-7  
ISBN-10: 0-7637-3618-X  
Hardcover • 450 Pages • © 2008

**Instructor Supplements: IM, PP, TB**

This text summarizes the current body of knowledge—what cancer is, how it is defined, how it develops in biological and genetic terms, what groups are at highest risk, and what causes it. The *Second Edition* has been thoroughly updated with new material on: cancer screening, drugs and cancer, and childhood cancers; the interactions between genetic and environmental risk factors; the biology of normal cells and cancer cells; cancer prevention strategies; and the public health implications of new scientific findings.

**NEW!**

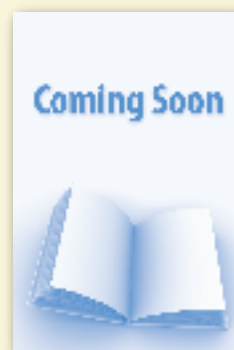
## Infectious Disease Epidemiology Theory and Practice SECOND EDITION

Kenrad E. Nelson, MD, Johns Hopkins Bloomberg School of Public Health  
Carolyn Masters Williams, PhD, MPH, National Institute of Allergy and Infectious Diseases, National Institutes of Health  
ISBN-13: 978-0-7637-2879-3  
ISBN-10: 0-7637-2879-9  
Hardcover • 1,207 Pages • © 2007

With contributions from top experts in the field, this timely revision of *Infectious Disease Epidemiology* has been thoroughly updated to cover the most important issues in infectious diseases. This comprehensive text is an essential resource for both students and professionals of infectious disease epidemiology.

### Updates include:

- Four new chapters on Immunology, Measles, Meningococcal Disease, and Vector-borne infections.
- A substantial expansion of the HIV chapter including issues of host genetics as well a review of behavioral interventions.
- Special attention to the overlapping epidemics of HIV/AIDS, Tuberculosis, and Malaria in Sub-Saharan Africa, including a description of the activity and funding for these neglected crises.
- Basic information from the disciplines of molecular biology, immunology, and human behavior to help the epidemiologist design or evaluate programs to control infectious diseases.

**AVAILABLE EARLY 2008!**

## Epidemiology and Prevention of Cardiovascular Disease SECOND EDITION

Darwin Labarthe, MD, PhD, Center for Disease Control  
ISBN-13: 978-0-7637-4689-6  
ISBN-10: 0-7637-4689-4  
Hardcover • 600 Pages • © 2008

This book provides a comprehensive epidemiological perspective on cardiovascular diseases and analysis of measures for their prevention and control in community and clinical settings. 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.

**Would you like to consider any of these texts for course adoption?**

Request complimentary review copies\* online at [www.jbpub.com](http://www.jbpub.com) or contact your publisher's representative at 800-832-0034.



**AVAILABLE JULY 2007!**

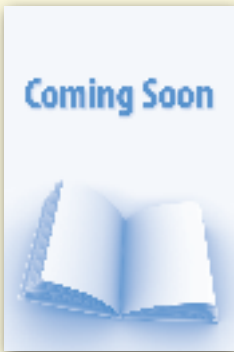
## Essentials of Infectious Disease Epidemiology

**Manya Magnus, PhD, MPH,**  
George Washington University  
ISBN-13: 978-0-7637-3444-2  
ISBN-10: 0-7637-3444-6  
Paperback • 250 Pages • © 2008

**Instructor Supplements: IM, PP, TB**

In recent years we have seen a dramatic and serious increase in infectious diseases. In addition to new and emerging diseases, we have increasingly harmful foodborne contagions as well as sexually transmitted diseases in epidemic proportions worldwide. As public health education grows, so too will the need for methodologic skills in infectious disease epidemiology. Without these crucial skills, there will be insufficient resources to improve the health of the public, both domestically and globally.

This is one of the few texts devoted specifically to the methods required to study infectious disease making it the perfect introduction in the field for both undergraduate and introductory masters-level public health students. It provides students with the requisite skills to conduct, evaluate, and understand the field of infectious disease epidemiology. This text is just one offering in the new *Essential Public Health* series (see page 1.)



**AVAILABLE LATE 2007!**

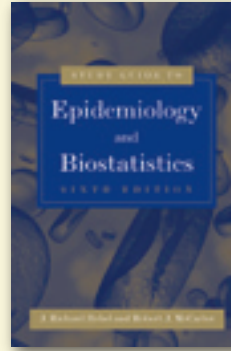
## Environmental Epidemiology

*Principles and Methods*

**Ray M. Merrill, PhD, MPH,**  
Brigham Young University  
ISBN-13: 978-0-7637-4152-5  
ISBN-10: 0-7637-4152-3  
Paperback • 352 Pages • © 2008

**Instructor Supplements: IM, PP, TB**

This book presents the basic concepts and research methods used in environmental epidemiology and the application of environmental epidemiology to influencing human health and well-being. The author thoroughly covers key topics such as research processes, causal inference, research study designs, statistical inference, disease cluster investigation, dose-response relationship assessment, GIS, organizing counts, time-trend analysis, environmental monitoring programs, indoor pollution, water quality, hazardous substances/soil contaminants, radiation exposure, as well as sources and health effects of global warming, deforestation, and ozone depletion.



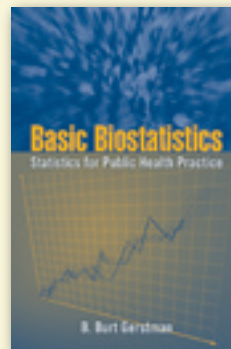
## Study Guide to Epidemiology and Biostatistics

SIXTH EDITION

**J. Richard Hebel, PhD**  
**Robert J. McCarter, ScD**  
Both of the University of Maryland  
School of Medicine  
ISBN-13: 978-0-7637-3491-6  
ISBN-10: 0-7637-3491-8  
Paperback • 213 Pages • © 2006

**Student Resources: CQ**

Perfect for graduate and undergraduate students, this book helps the reader understand some of the most elusive fundamentals of epidemiology and biostatistics. The *Sixth Edition* has been thoroughly revised and further clarifies difficult concepts such as person-time incidence rates, confounding, effect modification, *P* values, and survival analysis. The authors have also covered new topics that are increasingly seen in current literature 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.



**AVAILABLE SUMMER 2007!**

## Basic Biostatistics

*Statistics for Public Health Practice*

**B. Burt Gerstman, MPH, PhD,**  
San Jose State University  
ISBN-13: 978-0-7637-3580-7  
ISBN-10: 0-7637-3580-9  
Paperback • 300 Pages • © 2008

**Instructor Supplements: IM, PP, TB**

This concise, reader-friendly text is a perfect introduction to biostatistics for both undergraduates and graduates in various fields of public health. The book focuses on common types of data encountered in public health and biomedical fields and devotes equal coverage of exploratory and confirmatory statistical methods. Sampling, exploratory data analysis, estimation, hypothesis testing and power and precision will be covered through detailed illustrative examples. With over 60 Datasets used throughout the text in examples and exercises, careful attention is given to each of the techniques using both manual calculations as well as SPSS and WinPepi.

**SEE ALSO:**

***Managerial Epidemiology* ..... 14**

**NEW!**

## Essentials of Environmental Health

**Robert H. Friis, PhD**, California State University, Long Beach  
 ISBN-13: 978-0-7637-4762-6  
 ISBN-10: 0-7637-4762-9  
 Paperback • 390 Pages • © 2007

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

Using a straightforward, non-technical approach, this text is a clear and comprehensive study of the major topics of environmental health including:

- background of the field and “tools of the trade” (environmental epidemiology, environmental toxicology, and environmental policy and regulation)
- environmental diseases (microbial agents, ionizing and non-ionizing radiation, pesticides, and other organic chemicals)
- applications and domains of environmental health (water and air quality, food safety, waste disposal, and occupational health)

The author has included many examples making this a perfect introduction to the field. This text is the first in the new *Essential Public Health* series (see page 1).

### Key Features:

- Accessible and interesting to a wide range of beginning students in health-related disciplines
- Statement of learning objectives at the beginning of each chapter
- Numerous up-to-date examples such as avian influenza
- Use of case studies and exhibits to reinforce concepts
- Thought-provoking exercises at the end of each chapter that embody a range of difficulty levels
- Extensive use of tables to summarize and compare important aspects of environmental health
- Glossary of major terms used in the text; list of abbreviations

*“Many textbooks have been published on environmental health. I have reviewed a number of them. But Friis’ work is by all reasonable standards a superior product. All students of public health should read it. Friis deserves commendations of the highest order for writing a book with immediate relevance to public health and medicine.”*

—**Bailus Walker, Jr., PhD, MPH**, Professor of Environmental and Occupational Health, Department of Community Health and Family Practice, Howard University College of Medicine

**AVAILABLE IN 2008!**

## Introduction to Occupational Health in Public Health Practice

**Bernard J. Healey, PhD**, Kings College  
 ISBN-13: 978-0-7637-4524-0  
 ISBN-10: 0-7637-4524-3  
 Paperback • 275 Pages • © 2008

**Instructor Supplements:** IM, PP, TB

This unique text will give readers a deep understanding of how to create a workplace that is safe and healthy in terms of both physical work environment and personal wellness of employees. It examines how worksite interventions should be structured, implemented, and evaluated in order to systematically document the ultimate return on investment in terms of improved employee health outcomes, reduced medical and disability costs, reduced absenteeism, and increased productivity and job satisfaction at the workplace.

**AVAILABLE EARLY 2008!**

## Principles and Practice of Toxicology in Public Health

**Ira S. Richards, PhD**, University of South Florida  
 ISBN-13: 978-0-7637-3823-5  
 ISBN-10: 0-7637-3823-9  
 Hardcover • 450 Pages • © 2008

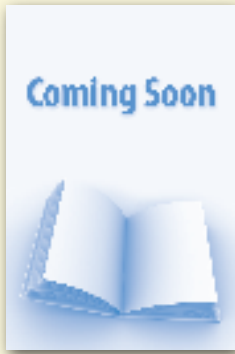
**Instructor Supplements:** IM, PP, TB

The principles and practice of toxicology have contributed to protecting not only the individual at work or at home, but populations, communities, and our delicate terrestrial and aquatic environments as well. *Toxicology: Principles and Practice in Public Health* is the ideal text for a first course in toxicology for the public health student. In five sections, it offers an introduction to the field, as well as the basics of toxicology principles, chemical toxicity, ecotoxicology, and toxicology practice. The text is immediately readable for the student with little technical background.

**SEE ALSO:*****Environmental Epidemiology* ..... 4**

**Would you like to consider any of these texts for course adoption?**

Request complimentary review copies\* online at [www.jbpub.com](http://www.jbpub.com) or contact your publisher’s representative at 800-832-0034.



**AVAILABLE EARLY 2008!**

## Understanding Environmental Health

*Living in the Natural World*  
FIRST EDITION

Nancy Maxwell, DSc, MA, Boston University School of Public Health  
ISBN-13: 978-0-7637-3318-6  
ISBN-10: 0-7637-3318-0  
Paperback • 450 Pages • © 2008

This text takes a unique approach to understanding environmental health. Rather than looking at the traditional areas of environmental concern—air, water, wastes etc., this book is structured around the things we do as individuals and societies that result in environmental health hazards. The author thoroughly covers the topics of how we live with the various environmental factors such as industry, food production, modern lifestyle, and our place within the global community. It is an excellent introduction to environmental health for students of public health and health science.



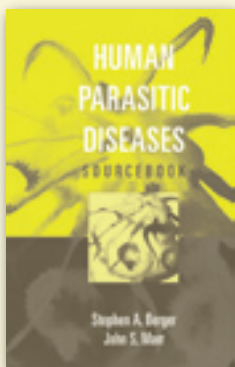
## Environmental Health

*Ecological Perspectives*

Kathryn Hilgenkamp, EdD, CHES  
ISBN-13: 978-0-7637-2377-4  
ISBN-10: 0-7637-2377-0  
Paperback • 382 Pages • © 2006

**Instructor Supplements: IM, PP, TB**  
**Student Resources: FL, WL**

Designed for students in the health sciences, this text provides balanced coverage of how humans are affected by the quality of air, water, and food as well as how humans impact these survival necessities.



## Human Parasitic Diseases Sourcebook

Stephen A. Berger, MD, Tel Aviv Medical Center  
John S. Marr, MD, Virginia Department of Health  
ISBN 13: 978-0-7637-2962-2  
ISBN 10: 0-7637-2962-0  
Spiral/paperback • 538 Pages • © 2006

As the first practical guide on Parasitology for clinicians, health workers, and students, this comprehensive and up-to-date reference provides practical information on the diagnosis and treatment of over 100 parasitic diseases, some never collected together into a single source.



## International Public Health

*Diseases, Programs, Systems, and Policies*  
SECOND EDITION

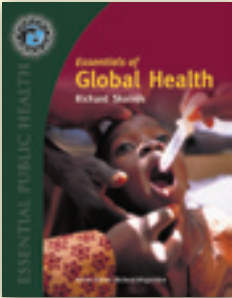
Michael H. Merson, MD, Yale University Department of Epidemiology and Public Health  
Robert E. Black, MD, MPH, Johns Hopkins Bloomberg School of Public Health  
Anne J. Mills, MA, DHSA, PhD, University of London, London School of Hygiene and Tropical Medicine  
ISBN-13: 978-0-7637-2967-7  
ISBN-10: 0-7637-2967-1  
Hardcover • 730 Pages • © 2006

By emphasizing diseases, programs, health systems, and health policies, this detailed revision helps readers understand the wide range of global public health issues and the various approaches nations adopt to deal with them. The book explores the public health problems facing low- and middle-income countries today, and identifies their three greatest challenges: reproductive health, infectious disease, and nutrition. Containing case studies throughout and discussion questions at the end of each chapter, this book discusses emerging health systems and their regulation, financing, and management. With an emphasis on the role of agencies in promoting health, it illustrates the importance of health on the economic development of a nation, and the reciprocal impact of development on health status.

### Key Features:

- Most comprehensive text available on international/global public health
- Covers not only disease and programs of importance to low- and middle-income countries, but also the management and organization of the health systems through which programs are delivered and the developmental context and governance of global health
- Written by pre-eminent experts in each area
- Chapters synthesize a vast range of material, providing a “one stop” shop for students
- Chapters are consistently organized and amply illustrated (including case studies), and discussion questions are provided.





**AVAILABLE SUMMER 2007!**

## Essentials of Global Health

**Richard Skolnik**, MPA, Director of International Programs, Population Reference Bureau  
 ISBN-13: 978-0-7637-3421-3  
 ISBN-10: 0-7637-3421-7  
 Paperback • 400 Pages • © 2008

**Instructor Supplements: IM, PP, TB**

As one of the newest texts in the *Essential Public Health* series (see page 1), this book is a clear, concise, and user-friendly introduction to the most critical issues in global health. It illustrates key themes with an extensive set of case studies, examples, and the latest evidence. While the book offers a global perspective, particular attention is given to the health-development link, to developing countries, and to the health needs of poor and disadvantaged people. Mini case studies help to illustrate key topics for the reader.

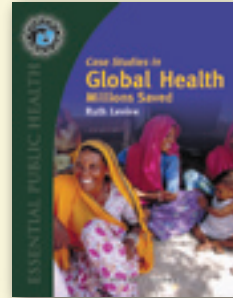
### The book is organized in four parts:

- **Principles, Measurements, and the Health-Development Link:** The principles and goals of global health; Health Determinants, Measurements, and Trends; and Health, Education, Poverty, and the Economy.
- **Cross-Cutting Global Health Themes:** Human Rights, Ethics, and Global Health; An Introduction to Health Systems; and, Culture and Health.
- **The Burden of Disease:** The Environment and Health; Nutrition and Health; Women's Health; Child Health; Infectious Diseases; Non-Communicable Diseases; and, Unintentional Injuries.
- **Working Together to Improve Global Health:** Conflicts, Natural Disasters, and Other Emergencies; Cooperating to Improve Global Health; and, Science Technology, and the Public's Health.

Based on and designed for a one-semester global health course, this introductory level textbook is perfect for undergraduate students and others new to the field of public health or global health. *Case Studies in Global Health: Millions Saved* (top right) is excellent as a complementary reader to *Essentials of Global Health*.

**SEE ALSO:**

***Global Public Health Communication*..... 13**



**NEW!**

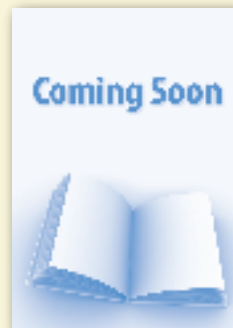
## Case Studies in Global Health

*Millions Saved*

**Ruth Levine**, PhD, Center for Global Development  
 ISBN-13: 978-0-7637-4620-9  
 ISBN-10: 0-7637-4620-7  
 Paperback • 250 Pages • © 2007

One of the greatest human accomplishments has been the spectacular improvement in health since 1950, particularly in developing countries. With death rates falling steadily, more progress was made in the health of populations in the past half-century than in many earlier millennia. A careful look at that success can yield important lessons about how to tackle the challenges of HIV/AIDS, child health, and global health inequities in the future.

As one of the newest offerings in the *Essential Public Health* series (see page 1), this series of 20 case studies illustrates real-life proven, large-scale success stories in global public health. Drawing from a rich evidence base, the accessible case write-ups highlight experiences in scale-up of health technologies, strengthening of health systems, and the use of health education and policy change to achieve impressive reductions in disease and disability, even in the poorest countries. Useful as a stand-alone text or as a complement to *Essentials of Global Health*, this book 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.



**AVAILABLE FALL 2007!**

## Introduction to Global Health

**Kathryn H. Jacobsen**, PhD, MPH, George Mason University  
 ISBN-13: 978-0-7637-5159-3  
 ISBN-10: 0-7637-5159-6  
 Paperback • 350 Pages • © 2008

This book addresses all the key issues of global health at a level basic enough that students from a variety of majors can understand the material. The chapters cover: global health inequalities and the contributing socioeconomic factors; special health needs of vulnerable populations, including women and children; infectious diseases—in particular HIV/AIDS, malaria, and tuberculosis; nutrition; environmental health; as well as international health priorities and the key players (and payers) in global public health.

**Would you like to consider any of these texts for course adoption?**

Request complimentary review copies\* online at [www.jbpub.com](http://www.jbpub.com) or contact your publisher's representative at 800-832-0034.



**NEW!**  
**Marketing Public Health**  
*Strategies to Promote Social Change*  
**SECOND EDITION**

Michael Siegel, MD, MPH, Boston University School of Public Health  
 Lynne Doner Lotenberg, MAppSC  
 ISBN-13: 978-0-7637-3891-4  
 ISBN-10: 0-7637-3891-3  
 Paperback • 608 Pages • © 2007

With the current changes in the social, political, and economic environments in which health care is delivered, public health practitioners at all levels of government and in the private sector must run effective campaigns to change individual behavior, improve social and economic conditions, advance social policies, and compete successfully for public attention and resources.

This book is designed to help students and practitioners of public health understand basic marketing principles and strategically apply these principles in planning, implementing, and evaluating public health initiatives.

**Key Features:**

- Includes all-new case studies, written by respected and well-known guest contributors from the front lines.
- Emphasizes marketing approaches for “upstream” changes in political, legal, economic, and social environments as well as “downstream” social marketing to help individuals change their own health behaviors.
- Thoroughly discusses current themes in marketing, such as branding; building relationships with audiences; ensuring audience self-interest; and process and outcome evaluation—all from the standpoint of the public health practitioner.



**Assessment and Planning in Health Programs**

Bonni C. Hodges, PhD, CHES  
 Donna M. Videto, PhD, CHES, SUNY Cortland  
 ISBN-13: 978-0-7637-1748-3  
 ISBN-10: 0-7637-1748-7  
 Paperback • 192 Pages • © 2005

**Instructor Supplements: PP**

Updated to reflect state-of-the-art practitioner involvement, this text gives an overview of needs assessment, program planning, and program evaluation and explains several goals and strategies for each. The *Third Edition* covers the importance and use of theories, data collections strategies, and key terminology.



**AVAILABLE APRIL 2007!**  
**Essentials of Health Behavior**

*Social and Behavioral Theory in Public Health*

Mark Edberg, PhD, George Washington University  
 ISBN-13: 978-0-7637-3796-2  
 ISBN-10: 0-7637-3796-8  
 Paperback • 225 Pages • © 2007

**Instructor Supplements: IM, PP, TB**

Health promotion, education, and prevention programs ultimately focus on changing health behavior. As part of the new *Essential Public Health* series (see page 1), this book provides the groundwork for understanding, assessing, and effectively applying theories of human behavior, within the practice of public health. In 15 chapters, the author explores important topics such as health determinants, the links between health and behavior; selected domestic and international health issues such as obesity, youth violence, HIV/AIDS; social, individual, and cultural health behavior theories; health promotion programs in communities and populations; global health; high risk populations; and health disparities. With clear and accessible language, the text is filled with real life examples and profiles.

**Features:**

- Introduces students to the relationship between behavior and health.
- Provides a background to the social and behavioral theories that drive health promotion and prevention efforts.
- Explores the practical application of these theories in health promotion efforts.

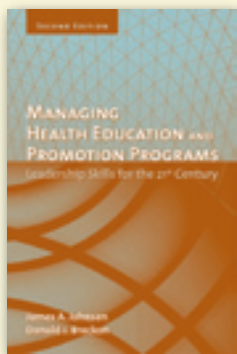


**Health Promotion and Education Research Methods**

*Using the Five Chapter Thesis/Dissertation Model*

Randy R. Cottrell, DEd, CHES, University of Cincinnati  
 James F. McKenzie, PhD, MPH, Ball State University  
 ISBN-13: 978-0-7637-2575-4  
 ISBN-10: 0-7637-2575-7  
 Hardcover • 328 Pages • © 2005

This text provides a thorough presentation of the skills and processes needed to complete high-quality research. This text differs from other research methods books in that it provides an overview of and different approaches to research methods while introducing the five-chapter thesis or dissertation format.

**NEW!**

## Managing Health Education and Promotion Programs

*Leadership Skills for the 21st Century*  
SECOND EDITION

James A. Johnson, PhD, MPA, MS,  
Central Michigan University  
Donald J. Breckon, MA, PhD, MPH  
ISBN-13: 978-0-7637-4237-9  
ISBN-10: 0-7637-4237-6  
Paperback • 325 Pages • © 2007

**Instructor Supplements: IM, PP**

This book specifically addresses management and leadership of health promotion programs and serves as a core text for students of public and community health, both at the graduate and undergraduate levels. The *Second Edition* features all new chapters on disaster preparedness and the unique challenges of health promotion in international settings. Detailed information on the new *Healthy People 2010* objectives and the global goals of the World Health Organization are also included along with many other updates.



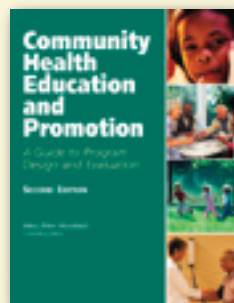
## Health Program Planning and Evaluation

*A Practical, Systematic Approach for Community Health*

L. Michele Issel, PhD, RN,  
University of Illinois at Chicago  
ISBN-13: 978-0-7637-4800-5  
ISBN-10: 0-7637-4800-5  
Paperback • 497 Pages • © 2004

**Instructor Supplements: IM, PP**

This book will show you how to systematically develop, thoughtfully implement, and rigorously evaluate health programs across a variety of health disciplines. It presents the practical tools and concepts in language suitable for both the practicing and novice health program planner and evaluator. With its use of the public health pyramid, consistent use of a program logic model, and role modeling evidence-based practice, it provides the reader with a firm foundation in addressing the needs of the population.



## Community Health Education and Promotion

*A Guide to Program Design and Evaluation*  
SECOND EDITION

Mary Ellen Wurzbach, RN, MSN, FNP,  
PhD, University of Wisconsin, Oshkosh  
ISBN-13: 978-0-7637-2596-9  
ISBN-10: 0-7637-2596-X  
Paperback • 660 Pages • © 2004

**Instructor Supplements: IM**

Utilizing a practical hands-on approach, this text provides both students and practicing health professionals with an easy-to-use guide to the various stages of healthcare education program development, including planning and design, implementation, promotion, and evaluation, with special emphasis on populations with shared risks, exposures, and behaviors. The book features learning objectives in each chapter; objectives for *Healthy People 2010*; ready-to-use handouts, checklists, sample forms, and worksheets.



## Needs and Capacity Assessment Strategies for Health Education and Health Promotion

THIRD EDITION

Gary D. Gilmore, PhD, CHES  
M. Donald Campbell, PhD,  
University of Wisconsin-La Crosse  
ISBN-13: 978-0-7637-2599-0  
ISBN-10: 0-7637-2599-4  
Paperback • 267 Pages • © 2005

**Student Resources: WL**

Designed for upper division undergraduate and graduate professional preparation classes, the *Third Edition* addresses the alignment of needs and capacity strategies with established planning frameworks. Each chapter reviews realistic needs and capacity assessment strategies with considerations for preparation, implementation, and incorporation of the findings into the planning process.

**Would you like to consider any of these texts for course adoption?**

Request complimentary review copies\* online at [www.jbpub.com](http://www.jbpub.com) or contact your publisher's representative at 800-832-0034.



**NEW!**  
**Essentials of Public Health**

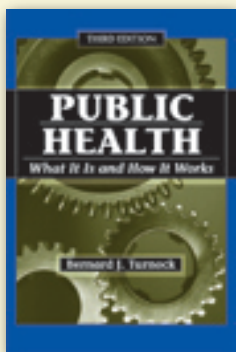
**Bernard J. Turnock, MD, MPH,** University of Illinois at Chicago  
ISBN-13: 978-0-7637-4525-7  
ISBN-10: 0-7637-4525-1  
Paperback • 272 Pages • © 2007

**Instructor Supplements: CS, IM, PP, TB, TM**

As part of the new *Essential Public Health* series (see page 1), this text combines the best elements of Dr. Turnock's two previous books and is a comprehensive introduction to the field. The first set of chapters define and describe the public health system, provide concepts and tools for measuring health in populations, characterize the relationship of the public health system with medical care and other elements of the system, and identify government's unique contributions through public health agencies.

The second set of chapters focuses on public health careers within the context of the overall public health workforce. Basic information on the size and composition of the workforce is followed by chapters that address careers in public health administration, epidemiology, public health nursing, health education, and other professional positions.

With its clear, reader-friendly language and helpful learning tools such as chapter exercises and discussion questions, this is the ideal text to prepare your students for a career in public health.



**Public Health**  
*What It Is and How It Works*  
**THIRD EDITION**

**Bernard J. Turnock, MD, MPH,** University of Illinois at Chicago  
ISBN-13: 978-0-7637-3215-8  
ISBN-10: 0-7637-3215-X  
Paperback • 420 Pages • © 2004

**Instructor Supplements: PP, SL, TM**  
**Student Resources: CQ**

The *Third Edition* of this popular text continues to provide students with a clear view of the complex modern U.S. public health system—what it is, what it does, how it works, and why it is important. Using a straightforward systems approach, this text will give your students a solid grounding of the essential concepts of public health, and the relationship of public health to the healthcare delivery system as a whole.



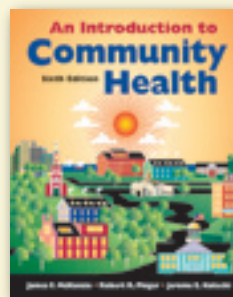
**Introduction to Public Health**  
**SECOND EDITION**

**Mary-Jane Schneider, PhD,** University at Albany, SUNY  
ISBN-13: 978-0-7637-3000-0  
ISBN-10: 0-7637-3000-9  
Paperback • 573 Pages • © 2006

**Instructor Supplements: IM, PP, SL**

What is Public Health? What do Public Health practitioners do and why is there work so important? The answers to these questions are thoroughly explained in Mary-Jane Schneider's best selling textbook, *Introduction to Public Health*.

This comprehensive revision 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, individual and group behavior, data collection, and policy developments, as well as detailed coverage of new developments in infectious diseases, women's health, environmental controversies, the FDA, and an all new chapter on emergency preparedness.



**AVAILABLE NOVEMBER 2007!**  
**An Introduction to Community Health**  
**SIXTH EDITION**

**James F. McKenzie, PhD, MPH,** Ball State University  
**Robert R. Pinger, PhD,** Ball State University  
**Jerome E. Kotecki, HSD,** Ball State University  
ISBN-13: 978-0-7637-4634-6  
ISBN-10: 0-7637-4634-7  
Paperback • 704 Pages • © 2008

**Instructor Supplements: PP, TB**  
**Student Resources: FL**

The *Sixth Edition* of this introductory textbook has been updated to reflect the latest trends and statistics in community health. This comprehensive text is designed to help students develop the knowledge and skills necessary for a successful career in health education.



## Public Health

*Career Choices That Make a Difference*

**Bernard J. Turnock, MD, MPH,**  
University of Illinois at Chicago  
ISBN-13: 978-0-7637-3790-0  
ISBN-10: 0-7637-3790-9  
Paperback • 275 Pages • © 2006

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 for anyone considering a career in this important field. Perfect as a complement to other texts and courses on public health, this book is useful in both graduate and undergraduate programs.



## Public Health in Action

*Practicing in the Real World*

**Jan K. Carney, MD, MPH,** University of Vermont College of Medicine  
ISBN-13: 978-0-7637-3447-3  
ISBN-10: 0-7637-3447-0  
Paperback • 277 Pages • © 2006

This is the first book that looks at public health as art as much as science. How do you actually put public health programs and policies into action in the real world? How do you juggle current crises and chronic problems, how do you set priorities, put science into practice all in the context of limited resources, day-to-day demands and intense public and media scrutiny? From a wealth of experience, the author draws on real examples with a “behind the scenes” look at the strategy and action that must be undertaken to make public health really work.



**NEW!**

## Essentials of Health Policy and Law

**Joel B. Teitelbaum, JD, LL.M.**  
**Sara E. Wilensky, JD, MPP**  
Both of George Washington University School of Public Health and Health Services  
ISBN-13: 978-0-7637-3442-8  
ISBN-10: 0-7637-3442-X  
Paperback • 216 Pages • © 2007

**Instructor Supplements: IM, PP, TB**

As the first of its kind, *Essentials of Health Policy and Law* provides students of public health with a firm foundation of the basics of American health policy and law. As part of the new *Essential Public Health* series (see page 1), this concise and straightforward text explores essential domestic health policy and law issues in three unique ways: First, it emphasizes how the key legal and policy issues at the heart of public health interact with those of the healthcare financing and delivery systems. Second, it describes and discusses public health law and policy issues through the lenses of individual, government, professional, and marketplace autonomy and responsibility. Finally, the text unifies the content of health law and policy with the skills needed to analyze this content.

### Features:

- Chapters are structured to allow for the teaching of policy and law in tandem or separately.
- Includes a chapter on analytic skills for public health students, including how to write a policy analysis.
- Each chapter includes discussion questions to engage student reflection.
- Accompanied by *Essential Readings in Health Policy and Law* (available in 2008)—a compilation of carefully selected readings meant to allow for deeper analysis of issues covered in this textbook.



## Clinical Research Law and Compliance Handbook

**John E. Steiner, Jr., Esq.,** Chief Compliance Officer, The Cleveland Clinic Foundation  
ISBN-13: 978-0-7637-4725-1  
ISBN-10: 0-7637-4725-4  
Hardcover • 460 Pages • © 2006

Written in clear, practical language, this handbook will help you navigate the clinical research maze as it addresses critically important legal, operational, ethical, and business issues associated with clinical research trials. Written by leading experts in the field, this timely and comprehensive resource offers thorough coverage of the most significant risk areas including fraud and abuse, billing and conflicts of interest. With detailed examples and case summaries, it provides easy guidance for your clinical research questions and concerns.

**Would you like to consider any of these texts for course adoption?**

Request complimentary review copies\* online at [www.jbpub.com](http://www.jbpub.com) or contact your publisher's representative at 800-832-0034.



**The Nation's Health**  
SEVENTH EDITION

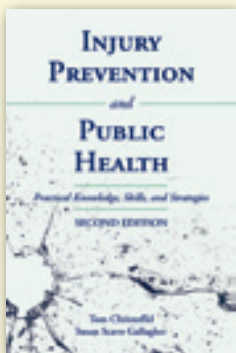
**Philip R. Lee**, University of California, San Francisco  
**Carroll L. Estes**, PhD, University of California, San Francisco  
 ISBN-13: 978-0-7637-0759-0  
 ISBN-10: 0-7637-0759-7  
 Paperback • 631 Pages • © 2004

This compendium of articles provides a clear view of the factors affecting the health of Americans and the role of public health, medical care, and the community in ensuring the nation's health. An emphasis is given to the health of the population, the determinants of health, women's health, long-term care, and the precarious set of circumstances faced by the nation's public health and health care systems as we begin the 21st century.

New issues, particularly related to bioterrorism and community health are addressed in this revision. This volume also includes coverage of tobacco, immunizations, HIV/AIDS, environmental health, dietary guidelines, physical activity, and food safety. A major new feature is an article on community problem solving, emphasizing a multidisciplinary approach to collaborative practice and research to improve community health.

*"The Nation's Health is one of the most comprehensive collections of health policy articles available."*

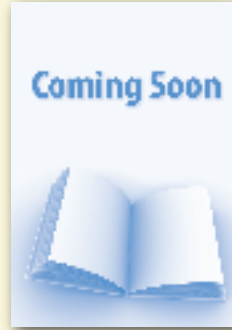
—James Ward, University of Massachusetts, Boston



**Injury Prevention and Public Health**  
*Practical Knowledge, Skills, and Strategies*  
SECOND EDITION

**Tom Christoffel**, JD  
**Susan Scavo Gallagher**, MPH  
 ISBN-13: 978-0-7637-3392-6  
 ISBN-10: 0-7637-3392-X  
 Hardcover • 495 Pages • © 2006

This book offers practical guidance for planning and implementing injury prevention programs and is a comprehensive introduction to the field. In language that is highly readable, the *Second Edition* has been thoroughly revised and features expanded discussion, new case studies, and resource materials. Additional information on new issues, concepts, and approaches such as youth suicide, bullying, rural injury, economic disparities, and state budgetary cutbacks, are thoroughly covered.



**AVAILABLE FALL 2007!**  
**Health Policy**  
*A Guide to Analysis and Understanding*

**Craig D. McLaughlin**, MJ  
**Curtis P. McLaughlin**, DBA, Professor Emeritus, University of North Carolina School of Public Health, Chapel Hill  
 ISBN-13: 978-0-7637-4442-7  
 ISBN-10: 0-7637-4442-5  
 Paperback • 275 Pages • © 2008

**Instructor Supplements: IM, PP, TB**

This innovative new book analyzes current U.S. health policy and proposes various alternatives for developing future health policy. Unlike other texts on the subject, it does not attempt to push a single solution set. Rather, it takes the perspectives of a variety of disciplines including economics, political science, management, communications, and public health. The authors also draw on the experiences of health policies in other countries.

**This book is organized into three specific sections:**

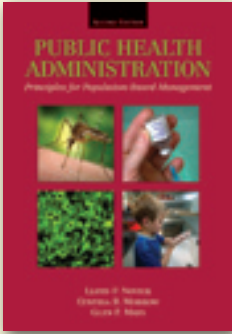
- The first section explores the current issues with the system and its history and then reviews the alternatives for future policy that have strong support.
- The second section identifies the issues and reviews the political processes that influence planning in various healthcare settings. It presents the accepted methods of economic and financial analysis and addresses the ethical and other value considerations that must enter into the health policy process.
- The final section deals with the roles, skills, and leadership that health professionals can bring to the policy making process in their local and national communities.



**AVAILABLE SPRING 2007!**  
**Health Policy**  
*Crisis and Reform in the U.S. Health Care Delivery System*  
 FIFTH EDITION

**Charlene Harrington**, PhD, RN, FAAN  
**Carroll L. Estes**, PhD  
 Both of University of California, San Francisco  
 ISBN-13: 978-0-7637-4657-5  
 ISBN-10: 0-7637-4657-6  
 Paperback • 450 Pages • © 2007

The *Fifth Edition* of this best-selling health policy text is updated with a collection of new articles on various health policies. *Health Policy* provides a basic overview of the policy and political process as it relates to the health status of the U.S. and the organization and economics of the healthcare system.



**AVAILABLE SPRING 2007!**

## Public Health Administration

*Principles for Population-Based Management*  
SECOND EDITION

**Lloyd F. Novick, MD, MPH,**  
East Carolina University  
**Cynthia B. Morrow, MD, MPH,**  
SUNY Upstate Medical University  
**Glen P. Mays, PhD, MPH,** University of  
Arkansas for Medical Sciences  
ISBN-13: 978-0-7637-3842-6  
ISBN-10: 0-7637-3842-5  
Hardcover • 700 Pages • © 2008

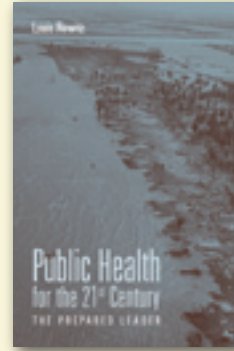
**Instructor Supplements: PP**

This shorter, more user-friendly edition of *Public Health Administration* will provide your students with a comprehensive understanding of the principles, practices, and skills essential to successful public health administration.

With contributions from top leaders in areas ranging from workforce to community-based prevention to emergency preparedness, the second edition of *Public Health Administration* offers detailed, comprehensive coverage of current, relevant issues for new as well as seasoned public health administrators.

### Updates:

- A new chapter on the field of public health systems research.
- A new chapter on ethics in public health.
- A new emphasis on preparedness at both the global and national levels throughout all chapters.
- A thoroughly revised chapter on disaster preparedness and response, with extensive references to the lessons learned from the events of 9/11, the 2004 tsunami, and Hurricane Katrina.

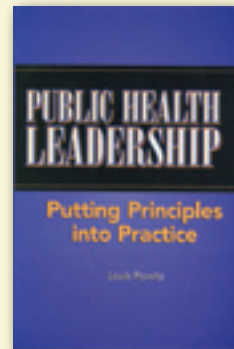


## Public Health for the 21st Century

*The Prepared Leader*

**Louis Rowitz, PhD,**  
University of Illinois at Chicago  
ISBN-13: 978-0-7637-4778-7  
ISBN-10: 0-7637-4778-5  
Paperback • 521 Pages • © 2006

As modern-day threats force leaders to look at how they address disasters, this book provides the necessary tools to hone management skills and prepare agencies to deal with large scale events. It addresses the important issue of health preparedness in the wide rather than narrow view of emergency response and looks closely at the changing face of public health as a result of the events of 9/11. It includes case studies and interviews with public health leaders.



## Public Health Leadership

*Putting Principles into Practice*

**Louis Rowitz, PhD,**  
University of Illinois at Chicago  
ISBN-13: 978-0-7637-2501-3  
ISBN-10: 0-7637-2501-3  
Hardcover • 419 Pages • © 2003

This book goes beyond a description of what leadership is to serve as a how-to guide for successful future public health leaders. It shows who holds the tools of effective leadership, what public health challenges lie ahead, and how individuals can influence the future of this dynamic field. Readers will find case studies in each section, illustrating the practical applications of the principles discussed, always in the public health context. Also included are leadership exercises and discussion questions.



## Global Public Health Communication

*Challenges, Perspectives, and Strategies*

**Muhiuddin Haider, PhD,** George Washington University  
ISBN-13: 978-0-7637-4776-3  
ISBN-10: 0-7637-4776-9  
Paperback • 450 Pages • © 2005

This comprehensive, practical book teaches important skills and techniques to communicate public health issues effectively, including: health communication in emergency preparedness; social marketing techniques; public-private partnerships; maximizing information reach through interdisciplinary planning; and much more. With “Thought Questions” presented at the beginning of each chapter to promote discussion and attention on the research, this text focuses on a broad range of issues, such as reproductive health, child health, HIV/AIDS, cancer, infectious diseases, and more—all in the global health context.

**Would you like to consider any of these texts for course adoption?**

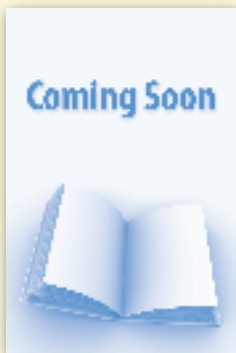
Request complimentary review copies\* online at [www.jbpub.com](http://www.jbpub.com) or contact your publisher's representative at 800-832-0034.



### Essentials of Public Health Management

**L. Fleming Fallon, Jr., MD, DrPH,** MBA, Bowling Green State University  
**Eric J. Zgodzinski, MPH,** Toledo-Lucas County Health Department  
 ISBN-13: 978-0-7637-3153-3  
 ISBN-10: 0-7637-3153-6  
 Paperback • 524 Pages • © 2005

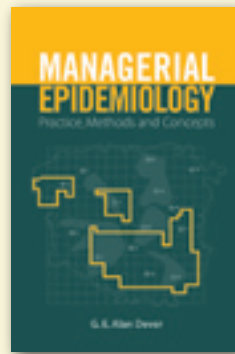
This book provides a practical, non-theoretical approach useful for the hands-on management of public health departments and their daily operations. With accessible writing and many real life applications, this concise volume serves departments at all levels—federal, state, city and county.



**AVAILABLE SPRING 2008!**  
**Public Health Preparedness**  
*Handbook for Disaster Response*

**Lewis Pepper, MD, MPH,** Boston University School of Public Health  
**Kathryn Brinsfield, MD,** Boston Emergency Medical Services  
**Kirsten Levy,** Boston University School of Medicine  
**Michael Cronin, MPH**  
 ISBN-13: 978-0-7637-3717-7  
 ISBN-10: 0-7637-3717-8  
 Paperback • 350 Pages • © 2008

Written from the point of view of the operational managers who handle emergencies, this text covers natural and technological disasters, human needs during disasters, and the response of public officials charged with protection of the public's health.



### Managerial Epidemiology

*Practice, Methods and Concepts*

**G. E. Alan Dever, PhD, MT, MD (hon.),** Mercer University School of Medicine  
 ISBN-13: 978-0-7637-3165-6  
 ISBN-10: 0-7637-3165-X  
 Hardcover • 598 Pages • © 2006

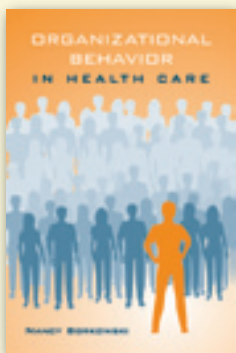
This text is the most comprehensive overview of the practical application of epidemiology to managerial problems in public and private healthcare settings. The author's broad-based, holistic approach makes this a unique text on the subject. Each chapter provides practical steps with concrete examples for applying the latest epidemiological methods to analyze and solve problems in healthcare management and administration.



### Introduction to Geographic Information Systems in Public Health

**Alan Melnick, MD, MPH**  
 ISBN-13: 978-0-8342-1878-9  
 ISBN-10: 0-8342-1878-X  
 Paperback • 300 Pages • © 2002

This clear and accessible text helps public health professionals gain a solid understanding of GIS technology, what it is, and how it works. The author has included many examples of the use of GIS for environmental health, communicable disease control, injury prevention, chronic disease prevention and control, and community health assessment and improvement.



### Organizational Behavior in Health Care

**Nancy Borkowski, DBA, CPA, FACHE,** Dean, Academic Affairs, South University, West Palm Beach  
 ISBN-13: 978-0-7637-4768-8 • ISBN-10: 0-7637-4768-8  
 Paperback • 428 Pages • © 2005

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From authors Leiyu Shi, DrPH, MBA, MPA, Johns Hopkins Bloomberg School of Public Health and Douglas A. Singh, PhD, MBA, Indiana University, South Bend

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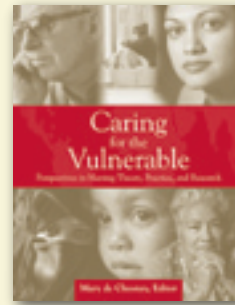
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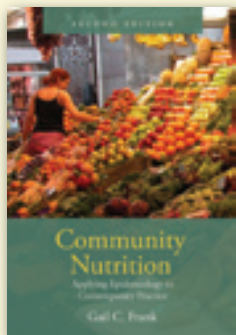
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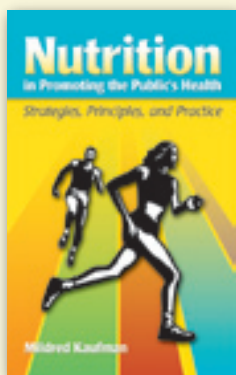
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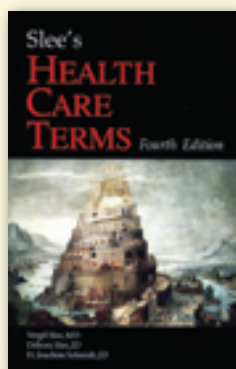


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