



Health Promotion: Philosophy, Prejudice and Practice

Dr. David Seedhouse

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Incisively written, this new edition of a popular guide first published in 1996 slices through the rhetoric of health promotion. Its penetrating analysis quickly reveals health promotion's conceptual roots, providing an enlightening map of their web of theory and practice.

David Seedhouse proves that health promotion, a discipline intended to improve the health of a population, is prejudiced—every plan and every project stems first from human values—and argues that only by acknowledging this will a mature discipline emerge. To help speed progress the author proposes a positive, practical theory of health promotion destined to inspire anyone who wishes to create better health.

This new edition includes three new chapters on conventional health promotion, radical and foundational health promotion and mental health promotion, providing examples of the use of foundational health promotion. This new edition also adds five new teaching exercises, incorporates and updates the guide for teachers and lecturers and includes a new topical case study. This book is laced with entertaining dialogues and readers are encouraged to explore ten carefully presented exercises.

Educational, accessible and intelligent, *Health Promotion: Philosophy, Prejudice and Practice*, 2nd Edition is a seminal work which heralds the beginning of the end of health promotion's long adolescence. It is nothing less than essential reading for all practitioners and students of health promotion.



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