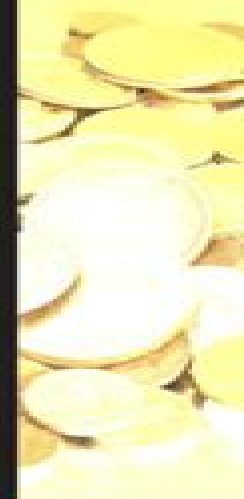


# *Guide* to Economic Evaluation in *Health* *Promotion*



**Pan American  
Health  
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# Economic Evaluation And Health Promotion

**Silke Britta Wolfenstetter, Bernd  
Schweikert, Jürgen John**



## **Economic Evaluation And Health Promotion:**

**Economic Evaluation and Health Promotion** Ceri Phillips,1997-01-01 Provides a framework for assessing the relative efficiency of health promotion compared with other health care activities and the extent to which health promotion activities themselves are efficient It establishes the basis for economic evaluations in health promotion and explores the methodological issues of relevance to health promotion agencies in formulating future strategies Evaluating Health Promotion Margaret Thorogood,Yolande Coombes,2010 The third edition of this highly successful book has been fully revised and updated to reflect the ongoing developments in the field of health promotion to help those in health promotion choose and implement accurate reliable and evidence based evaluation methods Economic Evaluation of Health Promotion Jeffrey Ralph James Richardson,1995 **Evaluation in Health Promotion** Irving Rootman,2001 This book is the result of the WHO European Working Group on Health Promotion Evaluation which examined the current range of qualitative and quantitative evaluation methods to provide guidance to policy makers and practitioners It includes an extensive c

**Evaluation of Health Promotion and Disease Prevention Programs** Richard A. Windsor,2015 Evaluation of Health Promotion and Disease Prevention Programs offers conceptual and methodological frameworks for the six phases of health program evaluation introduction to evaluation models of evaluation planning efficacy and effectiveness evaluation measurement and analysis evaluation process and qualitative evaluation cost analysis and basic economic evaluation By presenting these concepts through case studies this text offers an innovative and didactic model for measuring health impact and health outcomes then extending these measurements to establish an evidence base for future practice This central competency in health promotion will be of use to graduate and post graduate students in public and population health programs plus health program practitioners working at the intervention forefront *Guide to Economic Evaluation in Health Promotion* OPS.,2007 *Evaluation of Health Promotion and Disease Prevention Programs* Richard Windsor,2015-03-25 Evaluation of Health Promotion and Disease Prevention Programs offers conceptual and methodological frameworks for the six phases of health program evaluation introduction to evaluation models of evaluation planning efficacy and effectiveness evaluation measurement and analysis evaluation process and qualitative evaluation cost analysis and basic economic evaluation By presenting these concepts through case studies this text offers an innovative and didactic model for measuring health impact and health outcomes then extending these measurements to establish an evidence base for future practice This central competency in health promotion will be of use to graduate and post graduate students in public and population health programs plus health program practitioners working at the intervention forefront Programme Costing in Economic Evaluation of Health Promotion Silke Britta Wolfenstetter,Bernd Schweikert,Jürgen John,2008 Rationale Recently the health assets concept of health promotion has been introduced by WHO In this concept a health asset is any factor that enhances the ability of individuals communities populations and or social systems to maintain health and well

being Aim of this concept is to identify and mobilize available resources for health promotion which exist in the target population and their setting In addition the investment for health model is suggested requiring a participatory approach of cooperate programme development by including project partners representatives of the target group stakeholders from evaluated politics and scientists The WHO approach is expected particularly to reduce socioeconomic inequalities in health Objectives The objective of this paper is to contribute to the clarification when costs of health asset assessment and participatory project development should be included in programme costing In addition some empirical data from an ongoing study evaluating a health promotion intervention aiming at increasing physical activity of socially disadvantaged women are presented in order to illustrate that the resulting differences in programme costs may be substantial Methodology Essentially it will be argued that whether or not costs of health assets assessment and participatory project development should be included in programme costing by programme evaluation Roughly three types of decisions should be distinguished 1 the same programme should be performed in other similar settings 2 in other similar settings programmes aiming at the same programme objectives should be developed and 3 in other places or settings the full health assets approach should be applied in order to develop new health promotion programmes for the targeted population A straightforward implication for costing is a careful splitting into the project phases of asset assessment programme design and programme implementation thus taking into account the specific requirements of the health asset concept and the participatory approach Different components of costs are to be considered in each phase asset assessment personnel and non personnel costs of assessing activities e g interviews with members of the target group identification of the assets programme design personnel and non personnel costs of developmental activities of all persons and groups involved e g costs of needs assessment time costs of workshops and meetings travelling costs and programme implementation personnel and non personnel costs of recruiting participants e g costs of posters flyers and other marketing activities and finally costs of the programme itself e g rent for the gym trainer childcare sports material Results Dependent on the scope of costing total programme costs varied substantially The costs of programme implementation amounted to 44 700 Adding the costs for developing the programme design coming to 47 300 results in total costs of 92 000 adding on top of that the costs of asset assessment running to 35 600 would total up to 127 600 In consequence the incremental cost effectiveness ratio of the programme will be rather sensitive with regard to a variation of the scope of costing Conclusion Depending on whether or not costs of asset assessment and costs of programme design development are included in programme costing total costs and hence the ICER of a preventive intervention could differ considerably Therefore the identification of the decision context is of crucial importance for the validity of an economic programme evaluation

**Asian Perspectives and Evidence on Health Promotion and Education** Takashi Muto, Eun Woo Nam, Toshitaka Nakahara, 2010-12-03 Globalization and information technology have caused many health problems mental health issues like depression and lifestyle related disease like diabetes and obesity To cope with these health issues

health promotion and education are desperately needed Convincing policy decision makers to invest in health promotion and education programs it is needed to show its effectiveness Health promotion and education professionals are expected to construct evidence of health promotion and education Most of such evidence has been produced in the US and European countries Because socio economic conditions differ between the Asia and Western countries we cannot depend on such evidence to implement adequate health promotion and education in our region We must produce and accumulate our own evidence based on Asian perspectives *Promoting Health, Preventing Disease The Economic Case* OECD, World Health Organization, 2015-10-29 A growing body of evidence from economic studies shows areas where appropriate policies can generate health and other benefits at an affordable cost sometimes reducing health expenditure and helping to redress health inequalities at the same time **Economic Evaluation** Julia Fox-Rushby, John Cairns, 2005-11-16 There are so many ways in which health might be improved today and as technology improves the opportunities will increase However there are limits to budgets as well as other resources so choices have to be made about what to spend money and time on Economic evaluation can help set out the value of the costs and benefits from competing choices This book examines how to undertake economic evaluation of health care interventions in low middle and high income countries It covers Ways in which economic evaluations might be structured Approaches to measuring and valuing costs and effects Interpreting and presenting evidence Appraising the quality and usefulness of economic evaluations Series Editors Rosalind Plowman and Nicki Thorogood

**The Future for Health Promotion** Colin Palfrey, 2018-05-02 Does health promotion have a lasting and positive effect on people With mounting pressure to reduce costs to the NHS and increasing scepticism of the so called nanny state health promotion initiatives are increasingly being criticised as costly and ineffective with many arguing that health inequalities can only be reduced through radical political and economic change This book examines the methods used to evaluate the value of health promotion projects and determines whether attempts to change people s lifestyles have proved successful Taking into account the practical and ethical issues involved in deciding the appropriate approach to take in efforts to reduce health inequalities the book assesses what might be the best path forward for health promotion *Evaluating Improvement And Implementation For Health* Ovretveit, John, 2014-08-01 This book examines different approaches to evaluating treatment health service delivery public health programmes and policy implementation *Researching Health Promotion* Stephen Platt, Jonathan Watson, 2002-09-09 Providing a critical review of the current state of health promotion research This book re conceptualises the field of health promotion as collaborative and integrating enterprise rather than as a battlefield for disciplinary and intellectual clashes It makes a significant contribution to ongoing epistemological theoretical and methodological debates in health promotion research With contributors from Sweden Switzerland Denmark Ireland the UK and the US *Researching Health Promotion* will be of interest to students and professionals working in health promotion public health medicine and health policy **Economics and Australian Health Policy** Gavin Mooney, 2020-08-26 A

century ago health services absorbed few resources and provided little benefit. Since then advances in medical knowledge and techniques have escalated both the benefits and the costs. The affordability of health services is being questioned in even the richest countries and the economic aspects of health policy have become ever more intrusive. Australia is no exception with its health system now absorbing 19% of all government tax revenue. Familiarity with economic issues such as how to assess health outcomes, how to assign resources efficiently and what financial arrangements will promote equity as well as efficiency is essential to understanding health policy. This is especially so at a time when the economics of health care are being internationally re-examined with new forms of competition, challenges to public ownership and case mix funding of hospitals under scrutiny and a re-evaluation of the benefits of pharmaceuticals and new technologies underway. *Economics and Australian Health Policy* offers this understanding to readers with and without formal economic training. It starts with an introduction to both the economic way of thinking about health systems and the context in which those economic questions are raised, the structure of the Australian health system, its culture and its patterns of financial flows. It then describes and appraises from an economic perspective the major components of the system and the policy issues which arise. This collection has been specially commissioned to address both Australia's most pressing policy issues and the needs of public health and health economic policy makers, academics, commentators and students. The list of contributors reads like a who's who in Australian health economics who have been encouraged clearly successfully to write accessibly yet with authority and conviction.

*Practical Public Health Nutrition* Roger Hughes, 2011-01-18 Providing the reader with a practice focussed approach to public health nutrition intervention management. *Practical Public Health Nutrition* is a crucial resource for dietitians, community and public health nutritionists and related health professionals in need of a practical guide to practicing public health nutrition. Internationally recognised experts Hughes and Margetts describe in detail the rationale, processes and tools that can be used to assess population needs, analyse problems and develop effective interventions at a community level. Exercises in each section of the book contribute to a collective PHN intervention plan providing the reader with the opportunity to demonstrate an outcome of intervention management. Unique in its approach to teaching the practical applications of this increasingly crucial discipline, *Practical Public Health Nutrition* is a vital purchase for anyone working in the public health arena. Clearly outlines the practice of PHN intervention management. Covers rationale, processes and tools needed to develop effective interventions at community level. Written by 2 internationally respected authorities on the discipline of Public Health Nutrition. Essential text for dietitians, community and public health nutritionists and related health professionals.

*Health Promotion* Jackie Green, Ruth Cross, James Woodall, Keith Tones, 2019-01-26 Globally recognized as the definitive text on health promotion, this fourth edition becomes ever more useful for public health and health promotion courses around the world. It offers a firm foundation in health promotion before helping you to understand the process of planning, implementing and assessing programmes in the real world. New to the 4th Edition: A chapter on Evidence Based

Health Promotion addressing the development of an evidence base for health promotion Expanded coverage of health inequalities equity and social exclusion Further discussion of mental health promotion and well being Key concepts are now highlighted and explained throughout the book Critical reflection boxes have been added to help the reader think critically about an issue or approach The book is supported by online resources with up to 20 original case studies from around the world access to full SAGE journal articles and seminar questions for lecturers

**Healthy Cities** Evelyn de Leeuw, Jean Simos, 2017-02-16 This forward looking resource recasts the concept of healthy cities as not only a safe pleasant and green built environment but also one that creates and sustains health by addressing social economic and political conditions It describes collaborations between city planning and public health creating a contemporary concept of urban governance a democratically informed process that embraces values like equity Models critiques and global examples illustrate institutional change community input targeted assessment and other means of addressing longstanding sources of urban health challenges In these ambitious pages healthy cities are rooted firmly in the worldwide movement toward balanced and sustainable urbanization developed not to disguise or displace entrenched health and social problems but to encourage and foster solutions Included in the coverage Towards healthy urban governance in the century of the city li Healthy cities emerge Toronto Ottawa Copenhagen The role of policy coalitions in understanding community participation in healthy cities projects Health impact assessment at the local level The logic of method for evaluating healthy cities Plus extended reports on healthy cities and communities in North and Latin America Africa Europe Asia Oceania and the Middle East Healthy Cities will interest and inspire community leaders activists politicians and entrepreneurs working to improve health and well being at the local level as well as public health and urban development scholars and professionals

**Evaluation** Jackie Green, Jane South, 2006-08-16 What is evaluation Why is it important in public health How can evaluation lead to improved health outcomes Evaluation and evidence based practice are core to professional practice within the wider public health field Practitioners in a range of sectors including the voluntary sector are increasingly being held to account for the success of projects and programmes of activity Conducting evaluation can be challenging Furthermore the move to evidence based practice demands that practitioners are able to critically interpret published evaluation findings Evaluation is a readily accessible examination of the key theories and principles underpinning approaches to evaluation It offers a guide to how these principles can be implemented in practice and provides insights into dealing with some of the real life challenges and complexities of evaluation including Identifying indicators of success Developing an evaluation plan Ethical issues Making the most of findings This book is the first in a series on current theories and concepts for those working within the wider field of public health

Mastering Public Health Geraint Lewis, Jessica Sheringham, Jamie Lopez Bernal, Tim Crayford, 2014-11-28 Mastering Public Health A Postgraduate Guide to Examinations and Revalidation Second Edition is an essential study aid for all those preparing for postgraduate masters and higher examinations in public health Now updated and revised for the

second edition the book continues to provide all postgraduate students taking higher public health examinations with a proven successful core revision text The book covers the five key areas of public health knowledge research methods disease prevention and health promotion health information sociology policy and health economics and organisation and management of health care It is structured to follow the entire MFPH Part A exam syllabus with appendices on revision strategies exam technique and essay frameworks Written in conjunction with an international team of editors the book is aimed at public health practitioners who are training or re validating in the UK and worldwide Its concise format also serves as a quick reference text for the specialty



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