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Cultural Competence in Health Education and Health Promotion examines the importance of ethnic and cultural factors for community health practice. The first in a new series of book to be published by Jossey-Bass and the American Association for Health Education, this text describes essential theories, models, and practices for working with race, ethnicity, gender, and social issues. The volume editors and their contributors, all experts in this field, cover demographics, disparities, complementary and alternative medicine, spiritually grounded approaches, multicultural populations, culturally competent needs assessment and planning, communication, workforce, program planning, aging, sexual orientation, and future challenges. Useful for both undergraduate and graduate students in the field of health education and health promotion, school health, public health, preventive medicine, nursing, and allied health fields, the publication is essential reading for those learning or practicing health education and health promotion.