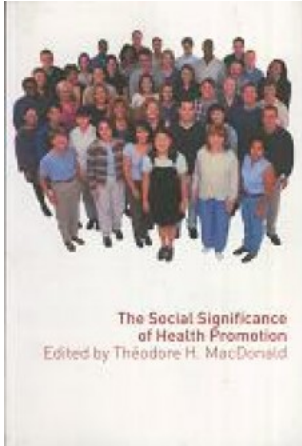


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The Social Significance of Health Promotion sets health promotion in its historical context and delineates its contemporary role. It explores the potential of health promotion to impact on our social values and sense of community.

The book begins by exploring the historical roots of health promotion and its relationship to the medical model of health. It moves on to present analyses of contemporary health promotion programmes in which the contributors are actively engaged. These chapters discuss current questions for health promotion from a practitioner perspective and from the point of view of their social impact. They cover a wide range of topical issues such as exclusion and inclusion, the mental health of children, the role of alternative medicine, and health in the workplace.

Emphasising the centrality of empowerment, participation and advocacy to an effective health promotion programme, The Social Significance of Health Promotion brings students and health professionals right up to date with the latest initiatives and theories.