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At a time of unprecedented challenges and opportunities for public health, Prevention is Primary provides models, methods, and approaches for building health and equity in communities. Written in accessible and understandable language, this comprehensive book includes the theory, concepts, and models needed to harness social justice and practice primary prevention of unnecessary illness and injury in the first place.

Prevention is Primary, written by associates of the nationally renowned Prevention Institute, is a theory-to-practice book for students, faculty practitioners, and community leaders who want to take a proactive stance against the most pressing health problems in the community including asthma, tobacco, violence, HIV, poor nutrition and physical inactivity, health disparities, and environmental injustice. The volume provides a comprehensive and practical understanding of prevention on a community level. The authors define the elements of comprehensive, quality prevention efforts from the necessary partnerships that need to be developed to the training, vision, and policies that go into successful efforts.