
Digital Health Promotion A Critical Introduction

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BENITEZ POWELL

Public Health

Communication CABI

Social Theory and

Health Education

brings together health education scholarship with a diverse range of social theories to demonstrate the value and impact of their application to associated health and education contexts. For the first time, this book draws together cutting-edge research that demonstrates the productive and impactful ways social theory can be applied to the diversity of research in this field. Topics covered include digital health, health education in sexuality, gender and health, food and nutrition, mental health and wellbeing, environment, and

alcohol and drug use.

In exploring these topics, each author utilises different theorists and concepts to compellingly demonstrate their application to a range of health education research contexts. This collection provides examples for both students, early career and established scholars that showcase ways that social theory can be utilised in empirical and theoretical research. The collection also highlights how health education scholarship can be enhanced by engaging with social theory. It also explores the viability of various theories for work in this field, and their potential to generate new approaches for research.

The Imperative of

Health John Wiley & Sons
Do doctors fix patients? Or do they heal them? For all of modern medicine's many successes, discontent with the quality of patient care has combined with a host of new developments, from aging populations to the resurgence of infectious diseases, which challenge medicine's overreliance on narrowly mechanistic and technical methods of explanation and intervention, or "fixing" patients. The need for a better balance, for more humane "healing" rationales and practices that attend to the social and environmental aspects of health and illness and the experiencing person, is

more urgent than ever. Yet, in public health and bioethics, the fields best positioned to offer countervailing values and orientations, the dominant approaches largely extend and reinforce the reductionism and individualism of biomedicine. The collected essays in *To Fix or To Heal* do more than document the persistence of reductionist approaches and the attendant extension of medicalization to more and more aspects of our lives. The contributors also shed valuable light on why reductionism has persisted and why more holistic models, incorporating social and environmental factors, have gained so little traction. The

contributors examine the moral appeal of reductionism, the larger rationalist dream of technological mastery, the growing valuation of health, and the enshrining of individual responsibility as the seemingly non-coercive means of intervention and control. This paradigm-challenging volume advances new lines of criticism of our dominant medical regime, even while proposing ways of bringing medical practice, bioethics, and public health more closely into line with their original goals. Precisely because of the centrality of the biomedical approach to our society, the contributors argue, challenging the reductionist model and its ever-widening

effects is perhaps the best way to press for a much-needed renewal of our ethical and political discourse.

Health Promotion Throughout the Life Span - Pageburst on VitalSource

Routledge

Schooling has long been held responsible for the health and well-being of children.

However, against an international background of rising concern about students' performance and well-being, schools and teachers have faced escalating expectations of their health-related work.

While various stakeholders have ideas about what teachers' health work entails, we know little about teachers' contributions, engagement and

personal satisfaction with this work. As teachers' work represents a significant national investment, insight into the cost-benefit of teachers' health work is vital to establishing the broader economic contribution of schools to society. Teachers as Health Workers offers a critical perspective on these matters, documenting the day-to-day work of Australian teachers as they grapple with the challenges, and joys, of balancing education and health-related responsibilities. Whilst shifts in policy, economics and globalisation influence localised enactment of teachers' health work, the economic modelling, theorising and methodological innovations of this

research address enduring themes and challenges. Consequently, this book's critical perspective reveals policy-practice gaps in government strategies seeking to create a healthy and productive population. The book will inform education, health and industrial policies and provide direction for teachers' initial or ongoing preparation as health workers.

Health Promotion and Interactive Technology
Jones & Bartlett
Learning

The New Public Health has established itself as a solid textbook throughout the world. Translated into 7 languages, this work distinguishes itself from other public health textbooks, which are either highly

locally oriented or, if international, lack the specificity of local issues relevant to students' understanding of applied public health in their own setting. This 3e provides a unified approach to public health appropriate for all masters' level students and practitioners—specifically for courses in MPH programs, community health and preventive medicine programs, community health education programs, and community health nursing programs, as well as programs for other medical professionals such as pharmacy, physiotherapy, and other public health courses. Changes in infectious and chronic disease epidemiology including vaccines,

health promotion, human resources for health and health technology Lessons from H1N1, pandemic threats, disease eradication, nutritional health Trends of health systems and reforms and consequences of current economic crisis for health Public health law, ethics, scientific d health technology advances and assessment Global Health environment, Millennium Development Goals and international NGOs

International Handbook of Health Literacy Routledge

Roadmap to Successful Digital Health Ecosystems: A Global Perspective presents evidence-based solutions found on adopting open platforms, standard information models,

technology neutral data repositories, and computable clinical data and knowledge (ontologies, terminologies, content models, process models, and guidelines), resulting in improved patient, organizational, and global health outcomes. The book helps engaging countries and stakeholders take action and commit to a digital health strategy, create a global environment and processes that will facilitate and induce collaboration, develop processes for monitoring and evaluating national digital health strategies, and enable learnings to be shared in support of WHO's global strategy for digital health. The book

explains different perspectives and local environments for digital health implementation, including data/information and technology governance, secondary data use, need for effective data interpretation, costly adverse events, models of care, HR management, workforce planning, system connectivity, data sharing and linking, small and big data, change management, and future vision. All proposed solutions are based on real-world scientific, social, and political evidence. Provides a roadmap, based on examples already in place, to develop and implement digital health systems on a

large-scale that are easily reproducible in different environments

Addresses World Health Organization (WHO)-identified research gaps associated with the feasibility and effectiveness of various digital health interventions

Helps readers improve future decision-making within a digital environment by detailing insights into the complexities of the health system

Presents evidence from real-world case studies from multiple countries to discuss new skills that suit new paradigms

Theory at a Glance

Edward Elgar Publishing

Health care is in the midst of a dramatic transformation in the United States. Spurred by technological

advances, economic imperatives, and governmental policies, information technologies are rapidly being applied to health care in an effort to improve access, enhance quality, and decrease costs. At the same time, the use of technologies by the consumers of health care is changing how people interact with the health care system and with health information. These changes in health care have the potential both to exacerbate and to diminish the stark disparities in health and well-being that exist among population groups in the United States. If the benefits of technology flow disproportionately to those who already enjoy better coverage, use, and outcomes

than disadvantaged groups, health disparities could increase. But if technologies can be developed and implemented in such a way to improve access and enhance quality for the members of all groups, the ongoing transformation of health care could reduce the gaps among groups while improving health care for all. To explore the potential for further insights into, and opportunities to address, disparities in underserved populations the National Academies of Sciences, Engineering, and Medicine held a workshop in October 2014. The workshop focused on (1) how communities are using digital health technologies to

improve health outcomes for racial and ethnic minority populations, (2) how community engagement can improve access to high-quality health information for members of these groups, and (3) on models of successful technology-based strategies to reduce health disparities. This report summarizes the presentations and discussions at the workshop.

Roadmap to Successful Digital Health Ecosystems Academic Press

This collection will be invaluable reading for students and social scientists with an interest in health and health policy, health promoters, public health doctors and practitioners engaging

in critical reflection upon their professional activities.

Social Theory and Health Education

Routledge

"An engaging introduction to an exciting multidisciplinary field where positive impact depends less on technology than on understanding and responding to human motivations, specific information needs, and life constraints." --

Betsy L. Humphreys, former Deputy Director, National Library of Medicine

This is a book for people who want to design or promote information technology that helps people be more active and informed participants in their healthcare. Topics include patient portals, wearable

devices, apps, websites, smart homes, and online communities focused on health. Consumer Healthcare Informatics: Enabling Digital Health for Everyone educates readers in the core concepts of consumer health informatics: participatory healthcare; health and e-health literacy; user-centered design; information retrieval and trusted information resources; and the ethical dimensions of health information and communication technologies. It presents the current state of knowledge and recent developments in the field of consumer health informatics. The discussions address tailoring information to key user groups, including patients,

consumers, caregivers, parents, children and young adults, and older adults. For example, apps are considered as not just a rich consumer technology with the promise of empowered personal data management and connectedness to community and healthcare providers, but also a domain rife with concerns for effectiveness, privacy, and security, requiring both designer and user to engage in critical thinking around their choices. This book's unique contribution to the field is its focus on the consumer and patient in the context of their everyday life outside the clinical setting. Discussion of tools and technologies is grounded in this perspective and in a context of real-world

use and its implications for design. There is an emphasis on empowerment through participatory and people-centered care.

Digital Health Promotion John Wiley & Sons

The digital transition of our economies is now entering a phase of broad and deep societal impact. While there is one overall transition, there are many different sectoral transformations, from health and legal services to tax reports and taxi rides, as well as a rising number of transversal trends and policy issues, from widespread precarious employment and privacy concerns to market monopoly and cybercrime. They all are fertile ground for researchers, as established laws and

regulations, organizational structures, business models, value networks and workflow routines are contested and displaced by newer alternatives.

This Research Handbook offers a rich and interdisciplinary synthesis of some of the current thinking on the digital transformations underway.

To Fix Or To Heal

Academic Press

Searching the internet for health information or using health apps on mobile devices has become part of our daily routine, yet can be just as disempowering as empowering. This engaging overview critically examines the theoretical underpinning of digital health promotion and

the use of digital tools and strategies to promote health. Ivy O'Neil investigates how modern technologies can enhance health services provision and increase the accessibility and efficiency of health communication and promotion. She also looks at the challenges they bring to the social model of health, as they often focus on the individual and neglect the many social, environmental and economic determinants of health. Digital technologies, O'Neil argues, can have negative as well as positive implications and may be contributing to the ever-widening health inequality gap, thereby failing to be compatible with health promotion principles and values.

Offering a critical, practical and thoughtful overview of the application and usefulness of digital technology, this book will appeal to students of public health and health promotion, communication and policy.

Consumer Informatics and Digital Health
National Academies
Press

Health promotion is a key mechanism in tackling the foremost health challenges faced by developing and developed nations. Covering key concepts, theory and practical aspects, this new edition continues to focus on the themes central to health promotion practice worldwide. Social determinants, equality and equity, policy and health, working in

partnerships, sustainability, evaluation and evidence-based practice are detailed, and the critical application of health promotion to practice is outlined throughout the book. Beginning with the foundations of this important area, in this new edition the authors then place greater emphasis on the role of power within health and communities. Drawing upon international settings and teaching experience in the global North and South, it finishes with a summary of the future directions of professional health promotion practice. Placing a strong emphasis on a global context, this book provides an accessible and engaging resource

for postgraduate students of health promotion, public health nursing and related subjects, health practitioners and NGOs.

Teachers as Health Workers Springer Nature

This work is a critical reflection on the state of health promotion effectiveness in practice around the world. It examines the meaning of health promotion from regional perspectives, and explores regional strengths and weaknesses in demonstrating effectiveness. The book goes on to consider issues in public health such as tobacco, mental health, obesity, urbanization, war, and social determinants in order to assess the role

of effectiveness, and to examine methodologies for demonstrating effectiveness. Finally, the book looks at questions over the effectiveness of health promotion – the debate about the relationship between evidence, impact, and outcomes. [The New Public Health](#) Elsevier Health Sciences

The rise of digital health technologies is, for some, a panacea to many of the medical and public health challenges we face today. This is the first book to articulate a critical response to the techno-utopian and entrepreneurial vision of the digital health phenomenon. Deborah Lupton, internationally renowned for her scholarship on the sociocultural and

political aspects of medicine and health as well as digital technologies, addresses a range of compelling issues about the interests digital health represents, and its unintended effects on patients, doctors and how we conceive of public health and healthcare delivery. Bringing together social and cultural theory with empirical research, the book challenges apolitical approaches to examine the impact new technologies have on social justice, and the implication for social and economic inequalities. Lupton considers how self-tracking devices change the patient-doctor relationship, and how the digitisation and

gamification of healthcare through apps and other software affects the way we perceive and respond to our bodies. She asks which commercial interests enable different groups to communicate more widely, and how the personal data generated from digital encounters are exploited. Considering the lived experience of digital health technologies, including their emotional and sensory dimensions, the book also assesses their broader impact on medical and public health knowledges, power relations and work practices. Relevant to students and researchers interested in medicine and public health across sociology, psychology,

anthropology, new media and cultural studies, as well as policy makers and professionals in the field, this is a timely contribution on an important issue.

Investing in the Health and Well-Being of

Young Adults McGraw-Hill Education (UK)

Research Methods in

Health Humanities

surveys the diverse

and unique research

methods used by

scholars in the

growing,

transdisciplinary field

of health humanities.

Appropriate for

advanced

undergraduates, but

rich enough to engage

more seasoned

students and scholars,

this volume is an

essential teaching and

reference tool for

health humanities

teachers and scholars.

Health humanities is a

field committed to

social justice and to

applying expertise to

real world concerns,

creating research that

translates to

participants and

communities in

meaningful and useful

ways. The chapters in

this field-defining

volume reflect these

values by examining

the human aspects of

health and health care

that are critical,

reflective, textual,

contextual, qualitative,

and quantitative.

Divided into four

sections, the volume

demonstrates how to

conduct research on

texts, contexts, people,

and programs. Readers

will find research

methods from

traditional disciplines

adapted to health

humanities work, such

as close reading of

diverse texts, archival research, ethnography, interviews, and surveys. The book also features transdisciplinary methods unique to the health humanities, such as health and social justice studies, digital health humanities, and community dialogues. Each chapter provides learning objectives, step-by-step instructions, resources, and exercises, with illustrations of the method provided by the authors' own research. An invaluable tool in learning, curricular development, and research design, this volume provides a grounding in the traditions of the humanities, fine arts, and social sciences for students considering

health care careers, but also provides useful tools of inquiry for everyone, as we are all future patients and future caregivers of a loved one.

Capturing Value in Digital Health Eco-Systems NYU Press

This clear-sighted volume introduces the concept of “disruptive cooperation”—transformative partnerships between the health and technology sectors to eliminate widespread healthcare problems such as inequities, waste, and inappropriate care. Emphasizing the most pressing issues of a world growing older with long-term chronic illness, it unveils a new framework for personalized, integrative service based in mobile

technologies. Coverage analyzes social aspects of illness and health, clinically robust uses of health data, and wireless and wearable applications in intervention, prevention, and health promotion. And case studies from digital health innovators illustrate opportunities for coordinating the service delivery, business, research/science, and policy sectors to promote healthier aging worldwide. Included among the topics: Cooperation in aging services technologies The quantified self, wearables, and the tracking revolution Smart healthy cities: public-private partnerships Beyond silos to data analytics for population health

Cooperation for building secure standards for health data Peer-to-peer platforms for physicians in underserved areas: a human rights approach to social media in medicine Disruptive Cooperation in Digital Health will energize digital health and healthcare professionals in both non-profit and for-profit settings. Policymakers and public health professionals with an interest in innovation policy should find it an inspiring ideabook. Consumer Health Informatics CRC Press Worldwide the application of information and communication technologies to support national health-care services is rapidly expanding and

increasingly important. This is especially so at a time when all health systems face stringent economic challenges and greater demands to provide more and better care especially to those most in need. The National eHealth Strategy Toolkit is an expert practical guide that provides governments their ministries and stakeholders with a solid foundation and method for the development and implementation of a national eHealth vision action plan and monitoring fram.

**Research Handbook
on Digital**

Transformations

Oxford University Press
Strategic Urban Health
Communication
Charles C. Okigbo,
editor People are
bombarded with

messages continuously and sorting through them constantly. In this milieu, critical ideas about health promotion and illness prevention are forced to compete with distracting, conflicting, even contradictory information. To get vital messages through, communication must be effective, targeted, artful—in a word, strategic. Strategic Urban Health Communication provides a road map for understanding strategy, enhancing strategic planning skills, and implementing strategic communication campaigns. Deftly written chapters link the art and science of strategic planning to world health goals such as reducing health

inequities and eradicating diseases. Flexibility is at the heart of these cases, which span developed and developing countries, uses of traditional and digital media, and chronic and acute health challenges. And the contributors ground their dispatches in the larger context of health promotion, giving readers useful examples of thinking globally while working locally. Included in the coverage: Urbanization, population, and health myths: addressing common misconceptions. Integrating HIV/family planning programs: opportunities for strategic communication. The role of sports in strategic health

promotion in low-income areas. The Internet as a sex education tool: a case study from Thailand. Advertising and childhood obesity in China. Health communication strategies for sustainable development in a globalized world. Balancing depth of understanding of audiences and methods of reaching them, Strategic Urban Health Communication is a forward-looking resource geared toward professionals and researchers in urban health, global health, and health communication. *The Promises and Perils of Digital Strategies in Achieving Health Equity* CRC Press
Health promotion is a

core nursing topic and for the past decade, as a nurse, you will be spending more time and energy in the community, doing preventative work and helping to rebalance services away from hospitals. You are expected to 'Make Every Contact Count' and look for opportunities to encourage healthier behaviours and lifestyles each time you engage with an individual. The recent Coronavirus epidemic has brought public health and health promotion activities even more sharply into the spotlight and this has made a huge impact on the work you do. This book focuses on health education – this is the core health promotion work that you will do on a daily

basis and it is ideal for those studying at Masters level. It takes an international approach, with Ruth Cross being extremely experienced with a proven track record in the health promotion community. This book includes: Explanations of the theory and context of health promotion and health education International content from people in the field including Norway, Australia and Ghana 'Tutorial Triggers', 'Points to Ponder' and 'Time to Reflect' features, encouraging you to apply the chapter content to your practice Real-life examples across the lifespan and in a range of different settings
Health Promotion in Health Care - Vital Theories and

Research Springer Science & Business Media
 From birth to adulthood, children now find themselves navigating a network of surveillance devices that attempt to identify, quantify, sort and track their thoughts, movements and actions. This book is the first collection to focus exclusively on technological surveillance and young people. Organised around three key spheres of children's day-to-day life: schooling, the self and social lives, this book chronicles the increasing surveillance that children, of all ages, are subject to. Numerous surveillance apparatus and tools are examined, including, but not limited to: mobile

phones, surveillance cameras, online monitoring, GPS and RFID tracking and big data analytics. In addition to chronicling the steady rise of such surveillance practices, the chapters in this volume identify and problematise the consequences of technological surveillance from a range of multidisciplinary perspectives. Bringing together leading scholars working across diverse fields – including sociology, education, health, criminology, anthropology, philosophy, media and information technology – the collection highlights the significant socio-political and ethical implications of technological

surveillance throughout childhood and youth.

The Sociology of Health Promotion John Wiley & Sons

The United Nation's Sustainable Development Goals call for the establishment of Good Health and Well-being and target a universal digital healthcare ecosystem by 2030. However, existing technology infrastructure is ineffectual in achieving the envisioned target and requires massive reconfiguration to achieve its intended outcome. This book suggests a way forward with fair and efficient digital health networks that provide resource efficiencies and inclusive access to those who are currently under-served. Specifically, a fair and

efficient digital health network that provides a common platform to its key stakeholders to facilitate sharing of information with a view to promote cooperation and maximise benefits. A promising platform for this critical application is 'cloud technology' with its offer of computing as a utility and resource sharing. This is an area that has attracted much scholarly attention as it is well-suited to foster such a network and bring together diverse players who would otherwise remain fragmented and be unable to reap the benefits that accrue from cooperation. The fundamental premise is that the notion of value in a digital-health ecosystem is brought about by the sharing

and exchange of digital information. However, notwithstanding the potential of information and communication technology to transform the healthcare industry for the better, there are several barriers to its adoption, the most significant one being misaligned incentives for some stakeholders. This book suggests among other findings,

that e-health in its true sense can become fair and efficient if and only if a regulatory body concerned assumes responsibility as the custodian of its citizens' health information so that 'collaboration for value' will replace 'competition for revenue' as the new axiom in delivering the public good of healthcare through digital networks.