

CHAPTERS AND AUTHORS

The Health Promotion Concept

- 1. Health Impact of Lifestyle and Health Promotion**
Robert Eric Dinenberg, MD, MPH, Viridian Health Management
- 2. The Business Case for Health Promotion**
*Michael P. O'Donnell, PhD, MBA, MPH, University of Michigan;
The American Journal of Health Promotion
Alyssa Schultz, PhD, University of Michigan*
- 3. A Conceptual Framework for Workplace Health Promotion Programs**
*Michael P. O'Donnell, PhD, MBA, MPH, University of Michigan;
The American Journal of Health Promotion*

Management Issues

- 4. Designing Programs**
*Michael P. O'Donnell, PhD, MBA, MPH, University of Michigan;
The American Journal of Health Promotion
James Pshock, Bravo Wellness; IncentiSoft Solutions*
- 5. Program Management of Workplace Health Promotion Programs**
William B. Baun, MS, M.D. Anderson Cancer Center
- 6. Health Promotion in the Workplace Program Evaluation**
*Ron Z. Goetzel, PhD, Johns Hopkins Bloomberg School of Public Health; Institute for Health and Productivity; Truven Health Analytics
Enid Chung Roemer, PhD, Johns Hopkins Bloomberg School of Public Health
Karen B. Kent, MPH, Johns Hopkins Bloomberg School of Public Health
Andriana Hohlbauch, MPH, MA, Truven Health Analytics
Maryam J. Tabrizi, PhD, MS, Truven Health Analytics
Kristin Smith, BA, Rowan University*
- 7. Marketing and Communication Strategies**
*Jessica Fitts Willoughby, PhD, University of North Carolina Chapel Hill; RTI International
Seth Noar, PhD, University of North Carolina Chapel Hill*

Core Theories of Behavior Change for Motivation and Skill Building

- 8. Pursuing Health Related Goals**
*Michelle Segar, PhD, MPH, University of Michigan
Winifred A. Gebhardt, PhD, Leiden University*
- 9. The Transtheoretical Model**
*James O. Prochaska, PhD, University of Rhode Island
Janice M. Prochaska, PhD, Pro-Change Behavior Systems, Inc.*
- 10. Intrinsic and Extrinsic Incentives in Workplace Health Promotion**
Colleen M. Seifert, PhD, University of Michigan
- 11. Self-Efficacy: Broad Implications for Research and Practice**
*Judith Prochaska, PhD, MPH, Stanford University
Wesley F. Alles, PhD, Stanford University
Kelly C. Young-Wolff, PhD, MPH, Stanford University*
- 12. Tailoring and Health Promotion in the Workplace**
*Laura Linnan, ScD, University of North Carolina Chapel Hill
Jayne K. Jeffries, MA, MHS, University of North Carolina Chapel Hill
Meridith Eastman, MSPH, University of North Carolina Chapel Hill*

Core Program Foci: Building Skills and Creating Opportunities

- 13. Health Assessment**
*David R. Anderson, PhD, StayWell Health Management
Erin L. D. Seaverson, MPH, StayWell Health Management
Paul E. Terry, PhD, StayWell Health Management*
- 14. Fitness**
*Mark G. Wilson, HSD, University of Georgia
Jennifer L. Gay, PhD, University of Georgia
David M. DeJoy, PhD, University of Georgia
Heather M. Padilla, MS, University of Georgia*
- 15. Worksite Nutrition Programs**
*Anastasia Snelling, PhD, RD, American University
Kristin Kirkpatrick, MS, RD, Cleveland Clinic Wellness Institute*
- 16. Stress Management**
*Sokratis Dinos, BSc Cert, MSc, PhD, BPP University
Richard Citrin, PhD, MBA, Citrin Consulting
Kamaldeep Bhui, BSc, MBBS, MSc, MD, Dipl. Clin. Psychotherapy, University of London*
- 17. Weight Control**
*Ed Framer, PhD, HealthFitness
Gordon Kaplan, PhD, Alere Health
Nico Pronk, PhD, MA, HealthPartners; Harvard School of Public Health*
- 18. Tobacco Prevention and Control in the Workplace**
Brian A. King, PhD, MPH, Centers for Disease Control and Prevention
- 19. Health Decision Support: Health and Medical Decision Support and Chronic Condition Self-Management**
*Paul E. Terry, PhD, StayWell Health Management
Stefan B. Gingerich, MS, StayWell Health Management
Judith Hibbard, PhD, University of Oregon*
- 20. Employee Assistance Programs: Serving at the Nexus of Employers and Employee Wellbeing**
Beverly Younger, LCSW, PhD, University of Southern California

Enhancing Opportunities

- 21. Social Relationships: Harnessing their Potential to Promote Health**
Catherine A. Heaney, PhD, MPH, Stanford University
- 22. Transforming Organizational Cultures to Support Good Health**
*Judd Robert Allen, PhD, Human Resources Institute, LLC;
Wellness Culture Coaching, LLC*

Central and Emerging Trends

- 23. Special Challenges and Opportunities for Small Business**
Mari Ryan, MBA, MHP, AdvancingWellness, LLC