

# Contents

## Section I: Introduction

- |   |   |    |
|---|---|----|
| 1 | Overview of Health Psychology and Public Health                                   | 5  |
| 2 | A Conceptual and Strategic Framework for Integrating Psychology and Public Health | 32 |

## Section II: Techniques for Promoting Change

- |   |  |     |
|---|--|-----|
| 3 | Incentives in Health Promotion: A Theoretical Framework and Application  | 71  |
| 4 | Concepts, Principles, and Strategies to Effectively Use Media for Health Promotion: Altering the Course of the AIDS Epidemic | 93  |
| 5 | Community Health Promotion   | 125 |

## Section III: Selected Problem Areas

- |    |   |     |
|----|---|-----|
| 6  | Prevention in Mental Health: A Proactive Developmental/Ecological Perspective   | 171 |
| 7  | Prevention in Maternal and Child and Adolescent Health: A Developmental Multilevel Approach to the Problem of Teenage Pregnancy | 203 |
| 8  | Steps to Make North American Diets Health Protective  | 245 |
| 9  | Health in the Workplace   | 285 |
| 10 | Environmental Health  | 314 |
| 11 | Processes of Aging: Enhancement of the Later Years, contributed by Steven B. Lovett   | 342 |
|    | Epilogue  | 377 |
|    | References  | 379 |
|    | Author Index  | 423 |
|    | Subject Index   | 435 |
|    | About the Authors   | 441 |
|    | Series List   | 443 |