Contents

About the Editors vii
List of Contributors ix
Preface xv
Acknowledgements xix

1 Applying Health Psychology to Dentistry: ‘People, Not Teeth’ 1
   Sarah Baker

2 Promoting the Application of Health Psychology in Primary Health Care 17
   Amy Baraniak

3 Health Psychology in the NHS: The Long and Winding Road . . . 28
   Julian Bath

4 A Journey into Health Psychology and Beyond 40
   Sheila Bonas

5 Health Psychology in Cyberspace 50
   Neil Coulson

6 Working in Academia: A Different Kind of Practice, but Practice Nonetheless 58
   Lorna Dodd

7 Shared Decision Making 69
   Darren Flynn
<table>
<thead>
<tr>
<th>8</th>
<th>Writing, Training, Teaching, Researching, Consulting, Quality Assurance and the Kitchen Sink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Forshaw</td>
<td>84</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9</th>
<th>What Are the Roles of a Health Psychologist in Clinical Practice? Defining Knowledge, Skills and Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claire Hallas</td>
<td>93</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10</th>
<th>Health Psychology: The Missing Ingredient from Health and Safety?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jenny Lunt</td>
<td>105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11</th>
<th>Keeping Up Appearances in Health Psychology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timothy P. Moss</td>
<td>116</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12</th>
<th>Social and Political Health Psychology in Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Murray</td>
<td>128</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13</th>
<th>Tailoring Behavioural Support and Tailoring Health Psychology Careers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felix Naughton</td>
<td>138</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14</th>
<th>Working with Chronic Pain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sue Peacock</td>
<td>150</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15</th>
<th>Combining Practice and Academia as a Health Psychologist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karen Rodham</td>
<td>161</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16</th>
<th>Health Psychologists in Action – Working for the Pharmaceutical Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katja Rüdell</td>
<td>172</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>17</th>
<th>The Rapid Growth of Health Psychology in Medical Schools and Clinical Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harbinder Sandhu and Shilpa Patel</td>
<td>183</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>18</th>
<th>The Lived Experience of a Qualitative Health Psychologist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rachel L. Shaw</td>
<td>195</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>19</th>
<th>Health Psychology in Sickle Cell and Other Long-Term Haematological Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veronica Joan Thomas</td>
<td>207</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>20</th>
<th>Afterword</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Forshaw and David Sheffield</td>
<td>221</td>
</tr>
</tbody>
</table>

Index 225