## CONTENTS

<table>
<thead>
<tr>
<th>Figures and Tables</th>
<th>xi iii</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>xxi</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xxiii</td>
</tr>
<tr>
<td>The Authors</td>
<td>xxv</td>
</tr>
</tbody>
</table>

### Chapter 1 INTRODUCTION TO COMMUNITY AND PUBLIC HEALTH 1

#### Learning Objectives
- 1

#### Defining Community and Public Health
- 1

#### Basic Terms in Community and Public Health
- 5

#### Issues in Community and Public Health
- 10

#### Factors Affecting Community and Public Health
- 12

#### Community and Public Health Organizations
- 19

#### Historical Timeline for Community and Public Health
- 24

#### Current Challenges in Community and Public Health
- 37

#### Summary
- 40

#### Key Terms
- 41

#### Review Questions
- 42

#### Skill-Building Activity
- 42

#### Websites to Explore
- 43

#### References
- 45

### Chapter 2 DESCRIPTIVE EPIDEMIOLOGY IN COMMUNITY AND PUBLIC HEALTH 49

#### Learning Objectives
- 49

#### Definition, Scope, and Evolution of Epidemiology
- 49

#### Descriptive Epidemiology and Analytical Epidemiology
- 51

#### Contributions of Epidemiology
- 52

#### Uses and Functions of Epidemiology
- 54

#### Agent, Host, and Environment
- 56

#### Rates, Ratios, Proportions, and Percentages
- 57

#### Summary
- 79

#### Key Terms
- 80

#### Review Questions
- 81
Chapter 3  ANALYTICAL EPIDEMIOLOGY IN COMMUNITY
AND PUBLIC HEALTH  87
Learning Objectives  87
Types of Analytical Epidemiological Studies  87
Association and Causation  100
Infectious Disease Epidemiology  103
Chronic Disease Epidemiology  107
Selected Lifestyle Risk Factors  110
Summary  114
Key Terms  115
Review Questions  115
Skill-Building Activity  116
Websites to Explore  116
References  117

Chapter 4  DESCRIPTIVE BIOSTATISTICS IN COMMUNITY
AND PUBLIC HEALTH  123
Learning Objectives  123
Basic Terms in Biostatistics  123
Frequency Distribution  127
Measures of Central Tendency  129
Measures of Dispersion  130
Graphing Methods in Biostatistics  132
Positively Skewed and Negatively Skewed Distributions  132
Summary  138
Key Terms  138
Review Questions  139
Skill-Building Activity  139
Websites to Explore  140
References  142

Chapter 5  INFERENTIAL BIOSTATISTICS IN COMMUNITY
AND PUBLIC HEALTH  143
Learning Objectives  143
Estimation  143
Hypothesis Testing  145
Testing Differences Between Two Group Means  148
Nonparametric Tests for Testing Differences Between
Two Groups • • • • • • • • • • • • • • • • • • • • • • 151
Testing Differences Between Three or More Groups • • • • 152
Nonparametric Counterparts of ANOVA • • • • • • • • • 158
Testing Differences in Proportions • • • • • • • • • • 158
Testing Associations Between Two or More Variables • • • • 160
Summary • • • • • • • • • • • • • • • • • • • • • • • • • 164
Key Terms • • • • • • • • • • • • • • • • • • • • • • • • • 165
Review Questions • • • • • • • • • • • • • • • • • • • • • 166
Skill-Building Activity • • • • • • • • • • • • • • • • • • 166
Websites to Explore • • • • • • • • • • • • • • • • • • • • • 167
References • • • • • • • • • • • • • • • • • • • • • • • • • 168

Chapter 6 SOCIAL AND BEHAVIORAL SCIENCES IN
COMMUNITY AND PUBLIC HEALTH 171
Learning Objectives • • • • • • • • • • • • • • • • • • • • • 171
Reasons for Studying Social and Behavioral Sciences • • • • 171
Examples from Cardiovascular Disease, Obesity, and HIV/AIDS • 180
Community Organization and Community Building • • • • • 186
Summary • • • • • • • • • • • • • • • • • • • • • • • • • 192
Key Terms • • • • • • • • • • • • • • • • • • • • • • • • • 193
Review Questions • • • • • • • • • • • • • • • • • • • • • 193
Skill-Building Activity • • • • • • • • • • • • • • • • • • 194
Websites to Explore • • • • • • • • • • • • • • • • • • • • • 194
References • • • • • • • • • • • • • • • • • • • • • • • • • 195

Chapter 7 MODELS IN HEALTH EDUCATION
AND HEALTH PROMOTION 199
Learning Objectives • • • • • • • • • • • • • • • • • • • • • 199
Planning Health Education and Health Promotion Interventions • 199
PRECEDE-PROCEED • • • • • • • • • • • • • • • • • • 200
PATCH • • • • • • • • • • • • • • • • • • • • • • • • • 209
MATCH • • • • • • • • • • • • • • • • • • • • • • • • • 212
Intervention Mapping • • • • • • • • • • • • • • • • • • 217
APEXPH • • • • • • • • • • • • • • • • • • • • • • • • 219
PEN-3 • • • • • • • • • • • • • • • • • • • • • • • • • 220
Summary • • • • • • • • • • • • • • • • • • • • • • • • • 226
Key Terms • • • • • • • • • • • • • • • • • • • • • • • • • 226
Review Questions • • • • • • • • • • • • • • • • • • • • • 227
Skill-Building Activity • • • • • • • • • • • • • • • • • • 227
Websites to Explore • • • • • • • • • • • • • • • • • • • • • 228
References • • • • • • • • • • • • • • • • • • • • • • • • • 229
## Chapter 8  THEORIES IN HEALTH EDUCATION AND HEALTH PROMOTION

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>231</td>
<td>231</td>
<td>233</td>
<td>237</td>
<td>242</td>
<td>248</td>
<td>251</td>
<td>254</td>
<td>259</td>
<td>259</td>
<td>261</td>
<td>261</td>
<td>261</td>
<td>262</td>
</tr>
</tbody>
</table>

## Chapter 9  METHODS IN HEALTH EDUCATION AND HEALTH PROMOTION

<table>
<thead>
<tr>
<th>Learning Objectives</th>
<th>Methods of Teaching and Learning</th>
<th>Cognitive Methods in Health Education</th>
<th>Affective Methods in Health Education</th>
<th>Environmental Methods in Health Promotion</th>
<th>Summary</th>
<th>Key Terms</th>
<th>Review Questions</th>
<th>Skill-Building Activity</th>
<th>Websites to Explore</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>265</td>
<td>265</td>
<td>268</td>
<td>271</td>
<td>281</td>
<td>285</td>
<td>286</td>
<td>287</td>
<td>287</td>
<td>287</td>
<td>288</td>
</tr>
</tbody>
</table>

## Chapter 10  POPULATION DYNAMICS AND CONTROL

<table>
<thead>
<tr>
<th>Learning Objectives</th>
<th>Demographic Cycle</th>
<th>World Population Trends</th>
<th>World Population Stabilization or Decline Postpeak</th>
<th>Summary</th>
<th>Key Terms</th>
<th>Review Questions</th>
<th>Skill-Building Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>291</td>
<td>291</td>
<td>292</td>
<td>299</td>
<td>310</td>
<td>311</td>
<td>312</td>
<td>312</td>
</tr>
</tbody>
</table>
Chapter 11  AIR, WATER, AND NOISE POLLUTION 315
Learning Objectives  315
Air Pollution  315
Water Pollution  323
Noise Pollution  330
Solid Waste Management  335
Climate Change and Global Warming  337
Summary  342
Key Terms  344
Review Questions  344
Skill-Building Activity  345
Websites to Explore  345
References  346

Chapter 12  INJURY CONTROL AND OTHER ENVIRONMENTAL ISSUES 349
Learning Objectives  349
Unintentional Injuries  349
Intentional Injuries  354
Pests and Pesticides  358
Radiation  363
Disaster Management  366
Occupational Safety and Health  369
Summary  377
Key Terms  379
Review Questions  380
Skill-Building Activity  380
Websites to Explore  380
References  381

Chapter 13  ORGANIZATION, FINANCING, AND DELIVERY OF HEALTH SERVICES AND PUBLIC HEALTH SYSTEMS IN THE UNITED STATES 387
Learning Objectives  387
Understanding the Structure and Functioning of the US Health Care System  387
Organization of US Health Care  389
The Uninsured Population  393
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Insurance and Access to Health Care Services</td>
<td>396</td>
</tr>
<tr>
<td>Financing Health Systems</td>
<td>399</td>
</tr>
<tr>
<td>US Health Care in the International Context</td>
<td>400</td>
</tr>
<tr>
<td>Utilization Trends</td>
<td>402</td>
</tr>
<tr>
<td>Private Health Insurance and Managed Care</td>
<td>404</td>
</tr>
<tr>
<td>Cost Containment Initiatives</td>
<td>406</td>
</tr>
<tr>
<td>Patient Protection and Affordable Care Act</td>
<td>408</td>
</tr>
<tr>
<td>Organization of Public Health in the United States</td>
<td>410</td>
</tr>
<tr>
<td>Summary</td>
<td>415</td>
</tr>
<tr>
<td>Key Terms</td>
<td>418</td>
</tr>
<tr>
<td>Review Questions</td>
<td>419</td>
</tr>
<tr>
<td>Skill-Building Activity</td>
<td>419</td>
</tr>
<tr>
<td>Websites to Explore</td>
<td>420</td>
</tr>
<tr>
<td>References</td>
<td>421</td>
</tr>
</tbody>
</table>

**Chapter 14  PROGRAM PLANNING, BUDGETING, MANAGEMENT, AND EVALUATION IN COMMUNITY INITIATIVES** 425

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Objectives</td>
<td>425</td>
</tr>
<tr>
<td>Planning Public Health Programs</td>
<td>425</td>
</tr>
<tr>
<td>Preparing Budgets for Public Health Programs</td>
<td>432</td>
</tr>
<tr>
<td>Administration and Management of Public Health Programs</td>
<td>440</td>
</tr>
<tr>
<td>Evaluation of Public Health Programs</td>
<td>445</td>
</tr>
<tr>
<td>Summary</td>
<td>451</td>
</tr>
<tr>
<td>Key Terms</td>
<td>452</td>
</tr>
<tr>
<td>Review Questions</td>
<td>453</td>
</tr>
<tr>
<td>Skill-Building Activity</td>
<td>453</td>
</tr>
<tr>
<td>Websites to Explore</td>
<td>454</td>
</tr>
<tr>
<td>References</td>
<td>455</td>
</tr>
</tbody>
</table>

**Chapter 15  SYSTEMS THINKING AND LEADERSHIP IN COMMUNITY AND PUBLIC HEALTH** 457

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Objectives</td>
<td>457</td>
</tr>
<tr>
<td>Systems Thinking: The Approach</td>
<td>457</td>
</tr>
<tr>
<td>Basics of Leadership</td>
<td>462</td>
</tr>
<tr>
<td>Leadership Styles</td>
<td>465</td>
</tr>
<tr>
<td>Leadership in Health Care</td>
<td>466</td>
</tr>
<tr>
<td>NCHL Health Leadership Competency Model</td>
<td>467</td>
</tr>
<tr>
<td>Cultural Competence</td>
<td>469</td>
</tr>
<tr>
<td>Summary</td>
<td>479</td>
</tr>
<tr>
<td>Key Terms</td>
<td>481</td>
</tr>
<tr>
<td>Review Questions</td>
<td>482</td>
</tr>
</tbody>
</table>
Skill-Building Activity • • • • • • • • • • • • • • • • 482
Websites to Explore • • • • • • • • • • • • • • • • • • • 483
References • • • • • • • • • • • • • • • • • • • • • • • 484

Glossary • • • • • • • • • • • • • • • • • • • • • • • 489
Index • • • • • • • • • • • • • • • • • • • • • • • • 527
To our parents, who have nourished us.
To our teachers, who have enriched us.
To our students, who have inspired us.

M. S.
P. B
A. A.