

Intervention Mapping: Developing and Evaluating Theory- and Evidence-Based Programs for Health Education and Health Promotion

Intervention Mapping (IM) offers a step-by-step program to make theory practical and for creating effective interventions, using the best information from the behavioral and social sciences. All students receive a copy of Bartholomew, Parcel, Kok, and Gottlieb's recent text, *Health Promotion Planning: An Intervention Mapping Approach*. 2nd Ed. San Francisco, CA: Jossey- Bass, 2006. We have taught this course to over 500 participants on four continents and will be able to link participants to colleagues who are using the IM process. College and university professors will have a special evening session to discuss teaching IM, and will be given examples of semester-course syllabi and lecture power point presentations. Preparation: Review *Health Promotion Planning: An Educational and Environmental Approach*, 4th edition (LW Green, MW Kreuter. Mountain View, Calif: Mayfield, 2005) and *Health Behavior and Health Education: Theory, Research, and Practice*, 3rd edition (K Glanz, FM Lewis, BK Rimer. San Francisco: Jossey-Bass, 2002).

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Dates: January 19-23, 2009, Monday-Friday
Location: 7000 Fannin, Houston, Texas
20th floor, Rm 2090
Time: 8:00 AM- 5:00 PM
Cost: \$750/\$650 students (includes textbook)