## Contents

About the Editors		vii
List of Contributors		ix
Pre	Preface	
Acknowledgements		
1	Applying Health Psychology to Dentistry: 'People, Not Teeth' Sarah Baker	1
2	Promoting the Application of Health Psychology in Primary Health Care <i>Amy Baraniak</i>	17
3	Health Psychology in the NHS: The Long and Winding Road <i>Julian Bath</i>	28
4	A Journey into Health Psychology and Beyond Sheila Bonas	40
5	Health Psychology in Cyberspace Neil Coulson	50
6	Working in Academia: A Different Kind of Practice, but Practice Nonetheless Lorna Dodd	58
7	Shared Decision Making Darren Flynn	69

vi Contents

8	Writing, Training, Teaching, Researching, Consulting, Quality Assurance and the Kitchen Sink Mark Forshaw	84
9	What Are the Roles of a Health Psychologist in Clinical Practice? Defining Knowledge, Skills and Competencies Claire Hallas	93
10	Health Psychology: The Missing Ingredient from Health and Safety? Jenny Lunt	105
11	Keeping Up Appearances in Health Psychology Timothy P. Moss	116
12	Social and Political Health Psychology in Action Michael Murray	128
13	Tailoring Behavioural Support and Tailoring Health Psychology Careers Felix Naughton	138
14	Working with Chronic Pain Sue Peacock	150
15	Combining Practice and Academia as a Health Psychologist Karen Rodham	161
16	Health Psychologists in Action – Working for the Pharmaceutical Industry Katja Rüdell	172
17	The Rapid Growth of Health Psychology in Medical Schools and Clinical Practice Harbinder Sandhu and Shilpa Patel	183
18	The Lived Experience of a Qualitative Health Psychologist Rachel L. Shaw	195
19	Health Psychology in Sickle Cell and Other Long-Term Haematological Conditions  Veronica Joan Thomas	207
20	Afterword  Mark Forshaw and David Sheffield	221
Inc	lex	225