## **Detailed Contents**

Editors' dedication v	
Foreword 3rd edition—Dame Valerie Beral <i>vi</i>	
Excerpts of earlier forewords viii	
Acknowledgements x	
Contents xi	
Contributors xviii	
Introduction 3rd edition xxiv	
Part 1 Assessment	1
1.1 Scoping public health problems 2	
Gabriele Bammer	
1.2 Priorities and ethics in health care 12	
Sian Griffiths, Robyn Martin, and Don Sinclair	
1.3 Assessing health status 28	
Julian Flowers	
1.4 Assessing health needs 38	
John Wright and Ben Cave	
1.5 Assessing health impacts 50	
Alex Scott-Samuel, Kate Ardern, and Martin Birley	
1.6 Economic assessment 64	
Peter Brambleby	
Post 2 Pote and information	73
Part 2 Data and information	73
2.1 Understanding data, information, and knowledge 74	
Barry Tennison	
2.2 Information technology and informatics 84	
Don Eugene Detmer	
2.3 Qualitative methods 90	
Sara Mallinson, Jennie Popay, and Gareth Williams	
2.4 Epidemiological approach and design 100	
Walter Ricciardi and Stefania Boccia	
2.5 Statistical understanding 110	
Kalyanaraman Kumaran and Iain Lang	

## xiv DETAILED CONTENTS

IAILI	ED CONTENTS	
2.6	Inference, causality, and interpretation 120	
2.7	lain Lang Finding and appraising evidence 130	
2.7	Anne Brice, Amanda Burls, and Alison Hill	
2.8	Surveillance 140	
2.0	Daniel M. Sosin and Richard S. Hopkins	
29	Investigating clusters 148	
2.7	P. J. Saunders, A. J. Kibble, and A. Burls	
2 10	Health trends: registers 158	
2.10	Jem Rashbass and John Newton	
	jem radinosto una jem racin	
	Part 3 Direct action	165
3.1	Communicable disease epidemics 166	
	Sarah O'Brien	
3.2	Environmental health risks 178	
	Roscoe Taylor and Charles Guest	
3.3	Protecting and promoting health in the workplace 188	
	Tar-Ching Aw, Stuart Whitaker, and Malcolm Harrington	
3.4	Engaging communities in participatory research	
	and action 198	
	Meredith Minkler and Charlotte Chang	
3.5	Emergency response 210	
	Paul Bolton and Frederick M. Burkle, Jr	
3.6	Assuring screening programmes 222	
	Angela Raffle, Alex Barratt, and J. A. Muir Gray	
3.7	Genetics 232	
	Alison Stewart and Hilary Burton	
3.8	Health communication 244	
	Kasisomayajula Viswanath	
3.9	Public health practice in primary care 256	
	Steve Gillam	
	Part 4 Policy arenas	267
4.1	Developing healthy public policy 268	
	Don Nutbeam	

4.2 Translating evidence to policy 276

Lauren Smith, Jane An, and Ichiro Kawachi

4.3	I ranslating policy into indicators and targets 284  John Battersby	
4.4	Translating goals, indicators, and targets into	
	public health action 292	
	Rebekah Jenkin, Christine M. Jorm, and Michael S. Frommer	
4.5	Media advocacy for policy influence 302	
	Simon Chapman	
4.6	Influencing international policy 308	
	Tim Lang and Martin Caraher	
4.7	Public health in poorer countries 318	
	Nicholas Banatvala and Eric Heymann	
4.8	Regulation 328	
	Lawrence Gostin	_
	Part 5 Health care systems 33	37
5.1	Planning health services 338	
	David Lawrence	
5.2	Funding and delivering health care 346	
	Anna Dixon	
5.3	Commissioning health care 356	
	Richard Richards	
5.4	Controlling expenditures 366	
	Thomas Rice and Iain Lang	
5.5	Using guidance and frameworks 374	
	Rubin Minhas, Gene Feder, and Chris Griffiths	
5.6	Health care process and patient experience 384	
	Diana Delnoij	
5.7	Evaluating health care technologies 396	
	Ruairidh Milne and Andrew Stevens	
5.8	Improving equity 406	
	Sharon Friel	
5.9	Improving quality 418	
	Nick Steel, David Melzer, and Iain Lang	
5.10	Evaluating health care systems 428	
	Martin McKee, Bernadette Khoshaba, and Marina Karanikolos	_

## xvi DETAILED CONTENTS

	Part 6 Personal effectiveness	439
6.1	Developing leadership skills 440	
	Fiona Sim	
6.2	Effective meetings 448	
	Edmund Jessop	
6.3	Effective writing 454	
	Edmund Jessop	
6.4	Working with the media 460	
	Alan Maryon-Davis	
6.5	Communicating risk 466	
	Nick Steel and Charles Guest	
6.6	Consultancy in a national strategy 474	
	Charles Guest	
6.7	Improving your professional practice 482	
	Caron Grainger	
6.8	Activism 490	
	J. A. Muir Gray	
6.9	Innovation 496	
	J. A. Muir Gray	
	Part 7 Organizations	50
7.1	Governance and accountability 502	
	Virginia Pearson	
7.2	Programme planning and project management 512	
	John Fien	
7.3	Business planning 520	
	Mike Gogarty	
7.4	Partnerships 526	
	Julian Elston	
7.5	Knowledge transfer 540	
	Jeanette Ward, Jeremy Grimshaw, and Martin Eccles	
7.6	Health, sustainability, and climate change 548	

David Pencheon, Sonia Roschnik, and Paul Cosford

7.7 Workforce 556

Felix Greaves and Charles Guest

7.8 Effective public health action 566

Chris Spencer Jones

## **Endmattters**

A chronology of public health practice 573

Charles Guest, Katherine Mackay, and Felix Greaves

Public health organizations, websites, and other resources 579

Abbreviations and glossary 583

Bibliography 589

Index 611