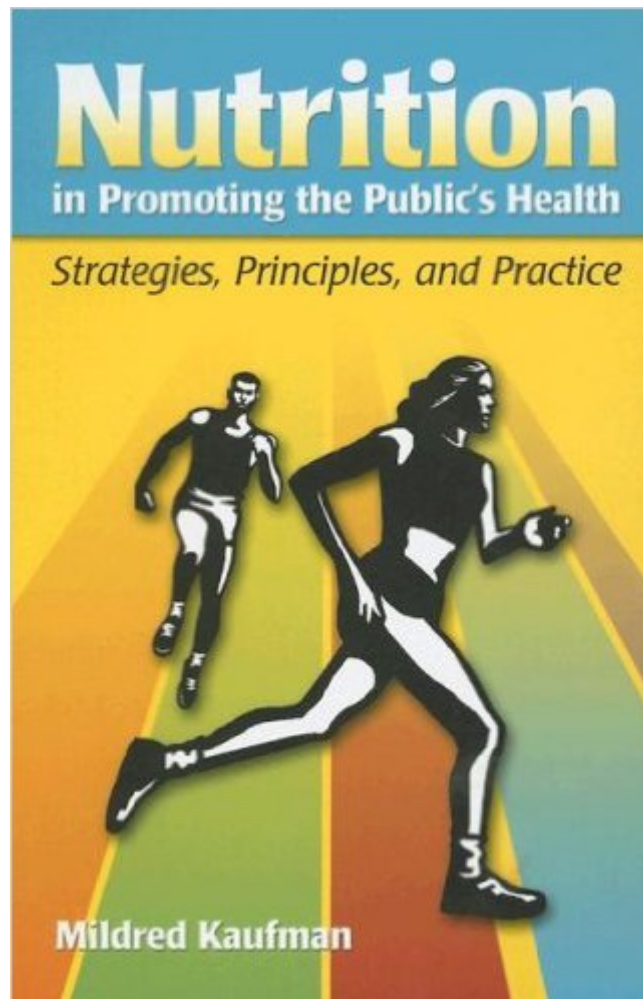


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Nutrition In Promoting The Public's Health: Strategies, Principles, And Practice



Synopsis

Continuing advances in the science of nutrition and the study of infectious disease require that nutritionists be skilled in the behavioral sciences and social marketing in order to impact the preventable etiologies of obesity and chronic diseases. Add to that a new understanding of the social and environmental effects on health and illness that will further require nutritionists to expand their expertise and assume new roles in the generation of public policy affecting all areas of society. This important new book covers all aspects of developing and delivering nutrition related services in the community. Grounded in the science of nutrition, it offers simple, practical guidance and tools for nutritionists--whether working in clinical or public health venues--to develop and implement effective public nutrition programs. Each chapter begins with reader objectives and ends with a "Points to Ponder" and a listing of helpful websites.

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