Contents

or		ix
econd Edition		xi
		cvii
ents	Seedhouse is a practical phili-	xxi
		1
THE MAGPIE PROFESSION		7
Health Promotion on Offer: All Models Available		9
Where's the Beef?		17
Glad to be Vague		27
Hollow Words – and How to Reveal Them		33
Evidence and Ethics		57
Progress so Far		73
PREJUDICE FIRST, EVIDENCE	SECOND	77
What Drives Health Promotion?		79
The Political Tap Roots of Health Promotion		93
The Outsider	1	127
The Outsider Problem	1	133
OF HEALTH PROMOTION	ar keynote conference speaker	161
An Introduction to the Foundation of Health Promotion		163
Tough Questions	1	177
The End of Illusion	1	191
Ethics and Health Promotion	1	197
	econd Edition irst Edition ents THE MAGPIE PROFESSION Health Promotion on Offer: All Models Where's the Beef? Glad to be Vague Hollow Words – and How to Re Evidence and Ethics Progress so Far PREJUDICE FIRST, EVIDENCE What Drives Health Promotion? The Political Tap Roots of Health The Outsider The Outsider Problem THE FOUNDATIONS THEORY OF HEALTH PROMOTION An Introduction to the Foundation of Health Promotion Tough Questions The End of Illusion	econd Edition irst Edition ents THE MAGPIE PROFESSION Health Promotion on Offer: All Models Available Where's the Beef? Glad to be Vague Hollow Words – and How to Reveal Them Evidence and Ethics Progress so Far PREJUDICE FIRST, EVIDENCE SECOND What Drives Health Promotion? The Political Tap Roots of Health Promotion The Outsider The Outsider Problem THE FOUNDATIONS THEORY OF HEALTH PROMOTION An Introduction to the Foundations Theory of Health Promotion Tough Questions The End of Illusion

Dialogue Six	Time to Face the Music	229
Dialogue Seven	Strategies for Health	239
References		283
Index		289

Contents

Preface to the Second Edition
Preface to the First Edition
Admoviedgements

ART ONE: THE MAGPIE PROPESSION
isologue One: Health Promotion on Offer: All Medels Available
isologue Two: Where's the Beef?
hapter One: Glad to be Vague

Chapter Three Evidence and Ethics

Four What Drives Health Promotion?
Five The Political Tap Roots of Health Promotion

For The Outsider Problem

SART THREE: THE FOUNDATIONS THEORY
OF HEALTH PROMOTION

Chapter Seven . An Introduction to the Foundations Theory