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Meet the Authors: Session report

Facilitator/Author of the report: Laura Pryor

Affiliation of the facilitator: Université de Montréal

Title of the book: Evaluation in a Nutshell: A Practical Guide to the Evaluation of Health Promotion Programs.

Names of the authors of the book present at the session: Don Nutbeam

Donald Nutbeam and Adrian Bauman's new edition of "Evaluation in a Nutshell: A Practical Guide to the Evaluation of Health Promotion Programs" provides health promotion/public health students, academics, and professionals with the basic understanding of how to conduct the evaluation of health promotion programs. This book was met with much enthusiasm at the 21st IUHPE conference on Health Promotion. Participants questioned Dr. Nutbeam on how to apply its teachings to their own work in health promotion. Concerns were raised regarding the question of when an evaluation is needed and how to tailor such an activity to the context. A message conveyed by Dr. Nutbeam as being a key message in the book was that, in fact, health promotion professionals are not always required to conduct evaluations, and it is important to acknowledge when this is the case. An example of when this would apply would include conducting interventions based on well-established health promotion programs in a similar or slightly different setting.

Overall, this Meet the Authors session went very well and those attending seemed to gain a lot from it. At the end, participants were eager to purchase a copy of the book for themselves.