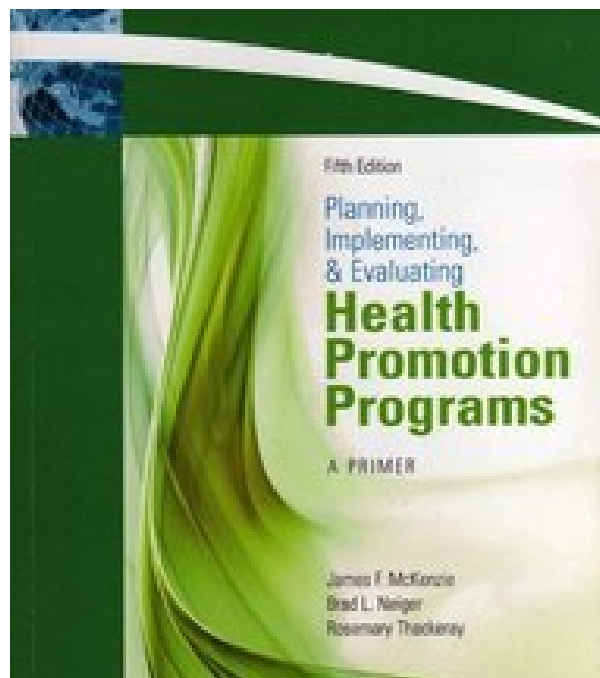
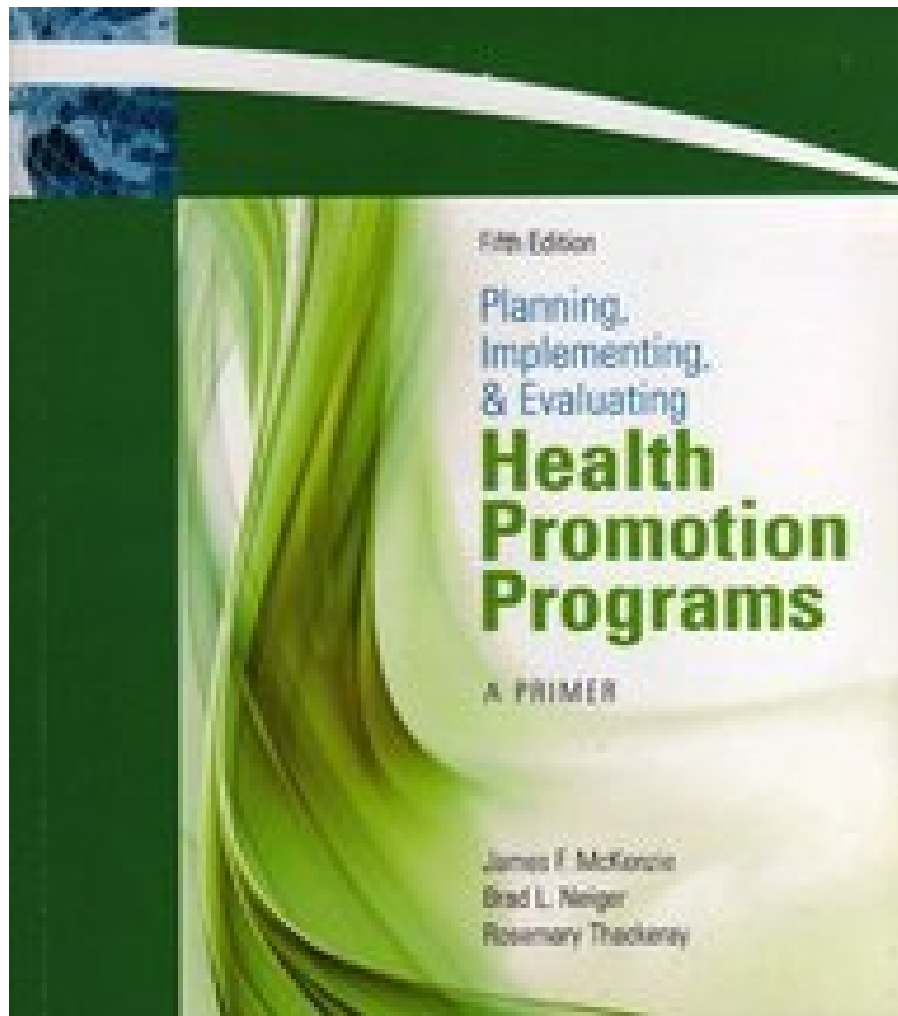


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## About the Author

Jim McKenzie was the first to come out with a book that combines program planning, implementing, and evaluating all in one place. A Professor at Penn State Hershey and a Professor Emeritus at Ball State University, he is Master Certified Health Education Specialist (MCHES). He also serves as the Coordinator of the Division Board of Certified Health Education Specialists of the National Commission for Health Education Credentialing.

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