THE EVOLUTION OF THE COLLEGE HEALTH EDUCATION CURRICULUM AND THE REVOLUTION IN HEALTH EDUCATION TEXTBOOKS

ABSTRACT

In much of the world, health education is primarily about exercising, avoiding psychoactive drugs and eating nutritionally. The approach in the United States has changed considerably since WHO defined health much more broadly in 1948. The curriculum evolved into a far more comprehensive subject than it had been during the first half of the 20th century. Textbooks reflected the changing curriculum as their prices skyrocketed.. Now digital technology allows for reductions in textbook prices. E-books are sold at a discount from the print books. The range of prices is from $9 to $140. Both e-books and print books can be rented for the semester. This article will discuss the evolving curriculum, the various options available in college textbook publishing and distribution, evaluating available textbooks, and other issues that the informed instructor should find useful.

KEYWORDS; e-textbooks, health education, e-book distribution, evolution of health education, WHO definition of health, evaluating health education textbooks

Since 1980 the cost of college textbooks has risen 812%. Compare this to the consumer price index which rose 250%, new home prices up 312% and medical services up 575%.1 The question for us is how do we get the best value for our students at the lowest cost. Choosing the best textbook involves a number of variables: breadth of content, accuracy of content, appropriateness for students at your institution—and price. If your students are well off financially then price is no object. If your community is middle class or below, price may be a major concern.

If you teach in an area with a high birthrate to unmarried people, you will probably want strong chapters on contraception—and on developing self esteem. All books address degenerative and infectious diseases, physical fitness, nutrition and weight control. But which book will do the job to make positive changes in your students. The expertise of the authors, whether medical or educational, may be a factor in your choice. Then there is the matter of ancillaries. Do you need a test bank of true-false or multiple choice questions or are you willing to take the time to grade essay tests. It is quite clear that few students leave college with the essential ability to express themselves clearly in a written form.

It is the purpose of this article to survey the major textbooks looking at the contents, the expertise of the authors, the prices and the distribution outlets. But first a look at what we may teach.

# CHANGING STUDENT NEEDS DIRECT OUR EVOLVING CURRICULUM

The early health education (hygiene) texts were merely watered-down physiology books telling us what our skin, teeth and bowels did and what we should understand to keep our bodies functioning better. A popular “hygiene” college text in 1941 was 830 pages long and cost $3.50. The course had been traditionally taught by physical education teachers however about the time of the Second World War health education began to become a university major.

The focus enlarged after the World Health Organization defined health in 1946 as “the complete state of physical, mental and social wellbeing.” Dr. Ned Johns UCLA, a father of modern health education, published with McGraw-Hill “Health for Effective Living” in 1954.2

Dr. Johns added mental health and family health to the curriculum which had already gone beyond basic physiology to include alcohol and drugs. Johns discussed many of the same issues that we see today: values, environment, planned parenthood and relationships. But today’s authors expand on many of these. Values, sometimes called spiritual health, is often emphasized. Environmental concerns are now global rather than merely local. Relationships have been expanded from the traditional “male-female marriage” idea to include a number of other options.

All textbooks cover the major concerns of: chronic and degenerative diseases, sexuality, alcohol and drugs, etc. All are well written. All are effectively illustrated. The differences are primarily in how much space is given to the various topics. Print books are limited to the space they can give all of the concerns and questions that a student might have. As e-books develop they can offer a wider scope of subjects from which the instructor can choose. The scope of health education is so broad that it is impossible to “cover” all of the possible areas. Over the years there have been a number of additions to, and deletions from, the personal health course curriculum. Mental health evolved from being mainly concerned with mental illness to a more positive approach to mental health—such as developing self-esteem. Stress reduction became a major focus. After Rachel Carson’s “Silent Spring”3 ecological concerns stormed into our curriculum. After Kubler-Ross’s “On Death and Dying”4 aging, death and dying were added. Meanwhile much of the original physiology disappeared except where it was necessary in such areas as areas as nutrition, weight management, alcohol, fitness, etc. In the late 70s O’Connor and Insel-Roth pioneered the idea that we are responsible for our own health and are responsible for making intelligent choices. So physiology became a supplemental focus rather than the entire focus of the personal health course. As you look at some of the textbooks, you may see how some authors have emphasized one or another area in their writing. For a time holistic health and spiritual health became somewhat important, but the WHO definition5 really was a holistic idea and “spirituality” did not fit into the bio-psycho-social approach that health education was taking.

UTILIZING THE INTERNET AND THE COMING OF E-TEXTBOOKS

It appears that e-books are the future of nearly all publishing, particularly in textbook publishing. But as in all revolutions there are those who want to stay with the traditions of the past. Even print textbook publishers now sell packages with their print textbooks that bring the student “online.” We will now look at both sides of the issue from the viewpoints of instructors and the publishers.

A great advantage of e-books is that they can be edited immediately when a major event occurs in the field. This means that the next semester’s purchase will be updated. Print books usually take six months to a year of editing at the publisher after being accepted for publication. If the print book is in a three year cycle for new editions it means that the information is four years old by the time the new edition appears. Print publishers may update their digital package, but can’t update the printed book. Also, be aware that:

If you rely on reviews, such as in Amazon, you may be aware that some of these positive reviews are placed there by the publisher and some of the negative reviews are placed there by the competition. Another type of review that is sometimes found is the “market review” done by the publisher. Nearly all books are peer-reviewed by a small group of experts when in the development stage but some publishers will send the finished copy to a number of teachers who are given a small stipend to review the book. These reviews are not even considered but these “market reviewers” may be listed in the opening pages of the book or referred to by the publishers representatives and may be instrumental in having their college adopt the book.

There is often a choice between the “big” book, the “brief” book, either book in loose leaf pages rather than being bound as a book, used book purchases, an e-book and the renting of either a print book or an e-book. What the student thinks he or she is buying may not be what is received. Some students buying a book found that they were sold a loose leaf book rather than a bound book. Others thinking that they were saving money bought books from third parties that did not include the electronic ancillaries or CDs that were available if the book were bought from the publisher or the campus bookstore.

We are all familiar with print publishing and the publishers representatives who frequent our offices. We are also familiar with the rapidly increasing prices charged for textbooks. In health education prices of print books today range from about $50 to $135. Some of us remember when the books were in the $15-$30 range. Several things have happened to increase prices. One is that publishers usually supply the instructor with the ancillaries that may aid in teaching the course and in testing. These have increased in volume and complexity over the years. This increases the cost to the publishers but also increases the chance that their text will be adopted.

How much is it worth to an instructor to have the students pay the publisher to have some Internet sites linked to the e-section of the textbook ancillaries. And how much more will it cost the student to be able to take digital tests on the Internet readings? Some publishers prepare and grade such tests, then insert the grades automatically into the instructors digital roll book? Every service has a cost to the student!

As the prices have increased, students have become less likely to keep their textbooks, so they are sold back to bookstores or to other students. The publisher, of course, makes no money on such transfers. This has resulted in publishers issuing new editions more rapidly. Years ago texts were updated every four years. Because of the used book market publishers often revise their books every three years, sometimes every two years. One publisher revises every year. Such frequent revisions, while seldom substantial, reduce the publishers’ losses in the used book market. It has also prompted publishers to sell access codes to e-ancillaries that the students must purchase every semester. These usually are included in the price of a new book, but may not be available to the student who has bought a discounted book.

Another factor cutting into the publisher’s profits is the common practice of enterprising students buying a text, copying it multiple times then selling the copies to other students at great discounts from the publisher’s price. The newer e-textbook technologies and the lower prices reduce this option considerably.

Some publishers are selling their books as loose leaf packets. These have generally not been reviewed well by the students. Then at semester’s end, some sellers will refuse to buy back the loose leaf packets because pages may be lost. Because of limited buy-backs the publishers hope they can sell more new loose leaf packets the next semester. However, the enterprising student copiers can copy loose leaf packets easier than copying a book. High speed scanning now costs a penny a page, so copying is getting cheaper. But these copies and the discounted books will not have the access code that publishers now require for the digital ancillaries that come with most print books. So we have the continued battle of wits between the enterprising publishers and the enterprising students.

FACTORS IN THE PRINT BOOK AND E-BOOK DISTRIBUTION COSTS.

Print books have the expense of paper, printing, transportation to the bookstore, transportation back to the publisher of unsold books, the storage of books, stockholders’ profits, etc. These are among the expenses of print publishers. Another expense is profit for the bookstore, usually in the 30% range. Some publishers and distributors have begun to rent both print textbooks and e-textbooks.

Authors may profit too. The higher wholesale price nets the author 10 to 15% on the increased price. Of course they don’t earn anything on books sold after the first edition. Non-profit e-book publishers may give 20 to 50% royalties on the less expensive books that may have to be purchased every semester because they are generally “rented” from the distributors for 90 to 180 days, then they disappear from the student’s electronic device. One non-profit e-text publisher merely buys the book from the author at a certain price then distributes the book free. This publisher has no health texts as yet.

All of the publishers of print books are in the e-textbook business. However newer publishers have entered the e-textbook field and have often significantly lowered the prices on books that are as good or better than those of the traditional publishers. Those traditional publishers often own or are in partnership with the major e-textbook distributors. McGraw-Hill, Pearson, Wiley and Cengage are the big money people. They offer the most books, the largest ancillaries and have big advertising and marketing budgets. The non-profit e-text companies like OpenStaxCollege and Total Health Publications offer quality books but ancillaries may be small or lacking. They have no investors to answer to and they have no printing costs so their book prices range from free to about $10.

EVALUATING THE VARIOUS BOOKS

Several factors might be utilized in the evaluation process. An expanded table of contents is essential. There are some publishers that will make the expanded contents available in their advertising, such as in their webpages. The actual book will generally have such an expanded table of contents, but the publishers’ advertising generally reduces it to the basics.

CourseSmart, a major e-text distributor, has a feature that allows you to see or compare expanded tables of contents. This gives you a good picture of the book. But not all books are sold by CourseSmart.

Most websites will allow the instructor to read one or more chapters on the Internet. This gives you a chance to evaluate the writing style and the coverage of the topic in that chapter.

The major publishers will generally give instructors free desk copies. Human Kinetics asks for the book back if it is not adopted. Generally a sample chapter or two is available from any publisher.

Then, of course, there is the price to the student. Does the price include additional internet sites, automatic scoring of self tests or assignments, or other ancillaries? If a student buys a second hand book or a new book from a source cheaper than from the publisher or the campus bookstore will it be possible to buy an access code for the electronic sections of the book’s supplements?

Distributors, such as Amazon and Barnes & Noble, handle both print books and e-books. Their e-books my not be able to be read on every type of reader (tablet, smart phone, etc.), however apps are often available to make the e-book readable on other readers. Most e-book distributors will download to any type of reader in epub, pdf or other file types. If there are ancillaries for the student with the print textbook, such as CDs, the distributers may not supply them—but a purchase from the publisher or bookstore will have the ancillaries or an access code for the Internet.

The major academic distributers are:

Chegg (chegg.com) rents and sells print books and e-books. It was a pioneer in the rental area.

Courseload (courseload.com) works primarily with institutions.

CourseSmart (coursesmart.com) It advertises that it has the largest number of e-textbooks for colleges. It was developed in partnership with five major publishers, but now represents a number of other publishers. It works with a large number of college bookstores.

Follett (follett.com) is a company that has been in the book business for over 100 years. It handles CafeScribe ([www.mheducation.com](http://www.mheducation.com)). Follett works with a large number of college bookstores.

Ingram (ingramconent.com) is the world’s largest print and e-book distribution company with 6000 campuses worldwide having access to their books. Vitalsource.com is their e-book branch.

Kno (Kno.com) is now owned by Intel which will take it international. It usually has the lowest prices but as yet does not work with bookstores so students must purchase directly from Kno—which is generally quicker.

THE PRICES

The list price is seldom charged except for possibly at the college bookstore. Most bookstores, as well as Amazon, get discounts of 40 to 60% normally. College bookstores are more likely to be in the 20 to 30% discount range. E-books, when available, are generally sold for about 30% less than the print book. The distributors of e-books take between 20 and 35% of the listed price.

Most e-books are rented for 90 to 180 days, then disappear from the student’s device. Since most students will sell back their print books at the end of the semester it is almost like they are renting them. As you know some companies also rent print books.

Prices vary immensely. As an example, the 11th edition of “Core Concepts in Health” (McGraw-Hill) had a list price of $134.31. It could be rented for $37 for 60 days, $52 for 120 days and $62 for a 180 day period. It could be bought new from Amazon for $75 and bought used for six dollars. The 12th edition e-book could be bought on Amazon’s Kindle for $85 and rented for $25. At Courseload the book’s rental price was $44. Another McGraw-Hill book, by Teague, had a list price of $143 but could be purchased for $112 through McGraw-Hill Professional, a different arm of the McGraw-Hill company.. The Wadsworth (Cengage) text by James Robinson has a list price of $135. It could be purchased from Amazon for $65, rented for $32 and purchased used for $30.

So you can see the huge variation in price from the print book list price, which the bookstore may charge, to Amazon with its used and new print books and its electronic books through Kindle, to rental or purchase of e-books through one of the distributers—whose prices and offerings change continually.

There are options to buy or rent both print books and e-textbooks. If a student is “taking a course” it is probably fine to rent the textbook. But if there is something valuable in that text it might be wise to keep it. We hope that all of our health textbooks are “keep-able.”

THE PUBLISHERS

The academic publishing game is dominated by a few companies that have bought up a number of other publishers. This allows the dominant publishers to set higher prices because the competition is reduced.

You are certainly familiar with the major publishers through their representatives who visit most faculties annually.

McGraw-Hill (McGraw-Hill.com) has been in the health education field longer than any major publisher. It has acquired a number of publishers of health texts over the years, such as: Times-Mirror, Merrill and Meeks-Heit. It offers more books in the health education field than any other publisher.

Pearson has made 41 major acquisitions including seven that had been important in the health-physical education fields, like Allyn-Bacon and Prentice-Hall. Their health books are now published under their Benjamin Cummings imprint.

Cengage has also acquired a number of publishers including Wadsworth, Brooks-Cole and Morton, all of which were important in our field. Health books are now published by Wadsworth.

For those who have attended the AAHPERD conventions for a number of years it has been impossible not to notice the disappearance of the smaller publishers and how often they have been acquired by the mega-publishers. As observed by Business Week, “With the big fish 7ing the little fish, the book business is becoming increasingly competitive and brutal. It is evolving into an industry of giants and dwarfs with middle-size companies a vanishing species. Financially oriented executives are taking over where traditionalist genteel editors used to hold sway.”6

WHAT TO LOOK FOR IN A TEXT

The ideal personal health text would be authoritative, free and updated often. So far no mega-publisher has offered these options. Before examining some of the best-known personal health texts, it might be of interest to look at two new publishers and their efforts to provide free or low-cost textbooks.

OpenStax College (openstaxcollege) Openstax is a brainchild of Rice University. It is a nonprofit publisher which is funded by several major philanthropies, including the Bill and Melinda Gates Foundation. Their first goal is to provide free e-textbooks in the 30 most common courses. At the time of writing they have six books with several in the process of being written. In our area the books of interest are: Biology, Sociology and Anatomy and Physiology. The e-book is free. Online resources cost $50. A printed text is $41. They have no health education text at this time but expect to have one published soon.

Another publisher is new in our area. Total Health Publications (totalhealthpublications.com) offers a comprehensive personal health text, a brief edition, fitness and health, fitness and nutrition and a health for the aging text. These cost $9.95 or less. Some will be reviewed later in the article.

AUTHORS

Authors of the major textbooks range from university health educators, to medical doctors, to biologists and psychiatrists, to nurses and to professional writers in the field of health. A good deal of the writing and the development of the ancillaries is done “in-house” by the publisher. In some cases the new editions are done mainly “in house.”

THE BOOKS

The great majority of personal health textbooks were written for print publication, but nearly all are available as e-books. Only two books have been written particularly for the e-book market. iHealth, a McGraw-Hill book, allows the student to access Internet sources of health and is accompanied by a brief print book. The other book, Health—You and Your World, is a product of Total Health Publications which is an e-book publisher exclusively. It has taken the approach of the print books but has been able to go beyond what the print books offer because e-books are not limited in size by the cost of printing. It gives instructors a large number of chapters to choose from so that they may better tailor the course to the interests and needs of their students. Books can be printed in black and white or color through the Amazon company CreateSpace. But printing books in color brings the price close to the price of print books, so it is not cheap.

The importance of “values” relating to health has always been a major focus for health education books. In the late 1970s “Choosing for Health” (O’Connor, R: Holt, Rinehart and Winston and Saunders College) and the original “Core Concepts in Health” (Insel, Roth: McGraw-Hill) emphasized the idea of choosing health values.

THE E-TEXT PUBLISHER

There is one publisher that publishes only e-books. Total Health Publications (totalhealthpublications.com) is a publisher in the health and sport science fields. It was begun by several current and former professors in the health and physical education disciplines. Its 1420 page personal health text “Health—You and Your World” is priced at $9.95. It also has a brief book and other books, such as Health for Seniors” and “Fitness and Nutrition.”

The major publishers still print most of the books, but usually make those books available as e-books. As they have moved into the future they generally add Internet capabilities to the purchase of e-books from the companies. These Internet capabilities may or may not be available when e-books are downloaded from other distributors. The ancillaries (test banks, lecture outlines, PowerPoint presentations, etc.) are generally quite good. However if the instructor chooses to go in his or her own way in presenting health education, none of these may be utilized.

Another publisher is Flat World Knowledge (flatworldknowledge.com). It started as a free e-book distributor for computers but would charge for different types of downloads such as for iPhones. This was not sufficiently profitable so they now charge for all books. They deliver just about every type of EPUB and PDF file and also print books. They have over 100 books available in many different subjects. There is a health education textbook, a sexuality sex and a nutrition text. Instructors can adjust the book in many different ways, such as adding and deleting information.

The chart below offers an approximate comparison of the major personal health texts. Books in the ‘fitness and health’ area, where fitness is emphasized but many areas of personal health are not addressed, are not included. Some authors have multiple books and several have ‘brief’ editions in which topics are eliminated or deemphasized. The prices listed are the most accurate possible, but many prices vary considerably depending on the seller—the campus bookstore, the publisher, Amazon, Kno, etc.) For those interested in the academic credentials and competencies of the authors, they are included.

 (INSERT CHART HERE – see last page)

The truth is that all books cover most of the same topics and are well written. The longer books may cover the most topics in more depth. All books cover: the importance of choosing one’s health, mental and emotional heath, stress reduction, nutrition and weight control, physical fitness, aging and dying, sexuality, relationships and family planning, diseases, alcohol and other drugs, choosing health care, and environmental concerns. Some books cover one of these areas in more depth. For example, O’Connor devotes three chapters to physical fitness, adding strength training and advanced fitness. Donatelle adds a chapter on abuse and violence, which other books usually address under safety. While all emphasize the hereditary influences of diseases, Edlin gives it a whole chapter. The Alters and Schiff book gives one chapter each to: aging and death, violence and abuse, and alcohol and tobacco with no chapters on safety or consumer.

BRIEF COMPARISONS OF TEXTS

Hahn, Payne &-Lucas *Understanding Your Health* 12 edition (McGraw-Hill) Has every chapter expected in a personal health text. Its table of contents is probably the most traditional of any book. It has just what one would expect in a personal health text. Newer topics found in some books such as: violence, abuse, sleep, extensive environmental concerns, new information on genetics, etc. are not given separate chapters, but the question is, what will you eliminate to add your pet topic.

Hales *Invitation to Health* (Wadsworth—Cengage) has more on spirituality than other texts. It also has three chapters on sex and relationships. Her brief edition lumps all diseases into one chapter and has only two chapters on sex, sexuality and relationships.

Insel-Roth *Core Conepts* *in Health* (McGraw-Hill) has all the standard chapters but adds one on aging and one on dying. Over the years they have dropped chapters on contraception, abortion, the health care system and medical self care. The subject matter for these has been reduced and incorporated in other chapters, or has been eliminated. The nutrition chapter is available at the website

Lynch, Elmore and Kopecki. *Health—Making Choices for Life* (Benjamin Cummings) has separate chapters on immunity and on diabetes and cardiovascular diseases. which is very appropriate in today’s world. There is also a separate chapter on sleep. It is not as encompassing in the nutrition and weight control areas as most other books. It is also thin in the relationship-parenthood areas.

O’Connor-Wells–Applegate. *Health—You and Your World* (Total Health Publications) First 3 chapters are available at website. Others available from publisher. It has all the traditional chapters plus one on ‘Love’, three chapters on fitness and three on environmental areas. The book is well written but too long for a single course. It certainly allows the instructor to tailor-make a course that fits the interests and objectives of the instructor. The end of each chapter has discussion topics and other material that is usually found in the electronic ancillaries of other publishers. E-ancillaries usually purchased with print books, such as Internet sites and videos, are included in the text. The brief book has half as many pages for a dollar less than the big book. The material at the end of each chapter is shortened or eliminated.

Robbins-Powers-Burgess. *A Wellness Way of Life* (10th edition, McGraw-Hill) emphasizes fitness, (5 chapters) Two chapters on nutrition, One on psychoactive substances, one on cancer, nothing on relationships (family is given a page), sexuality or environment. Most issues were given a page or two. The book fits about halfway between a “fitness-wellness’ book (such as Corbin with McGraw-Hill or Sharkey with Human Kinetics) and a personal health text (like Insell-Roth or Robinson).

Robinson/McCormick. *Concepts in Health and Wellness* (Wadsworth) has several interesting new ideas to add to the traditional chapter outlines. Current health issues, conflict resolution and health and safety through the lifespan. To keep the content to 17 chapters, the psychoactive substance chapters were reduced to two. It is a well thought out new text. Electronic material from Cengage Learning is available. (Web TUTOR contains links, discussion topics, quizzes, etc. See more at:

Sparling-Radican. iHealth (McGraw-Hill) *iHealth* is a new kind of health learning system an integrated print-digital learning system designed to meet the needs of today’s students and instructors. iHealth is composed of two components: A brief text that provides a guiding framework for teaching key personal health concepts in a limited amount of time. The book is organized into three key areas: Health Behaviors, Health Risks and Consequences, and Consumer Health. iHealth is also an online homework system that offers a library of 66 current readings in topics relevant to the subject (genetics, environment, technology, etc.) These readings are chosen from newspaper and magazine articles, Internet sites and other media.)

Teague-Mackenzie-Rosenthal*. Your Health Today: Choices in a Changing Society* (McGraw-Hill) has chapters on body image and sleep that are different emphases from other books. Two chapters on psychoactive substances, rather than the traditional three. Mental health and stress reduction are handled together in one chapter. Relationships are minimized with two chapters covering the major issues of relationships, reproductive choices and sexuality.

White *Health Now—An Integrative Approach to Personal Health*. (Flat World Knowledge) has a chapter on sleep and one on body image that are different emphases than normally found, even though the topics are covered to lesser degrees in most books.

AND BEYOND THE TEXTBOOK

We all know that the easiest way to evaluate course knowledge is through multiple-choice or true false questions. They are easily scored and can be comprehensive in their scope. Because the ability to write has become ever more important, all college instructors are generally asked to aid in increasing written literacy. Essay questions are therefore often preferred as a way of measuring a student’s depth of knowledge and its potential to be incorporated in his or her lifestyle.

In a study of 24 universities involving 2300 students, professor of sociology Richard Arum found that more than a third of students showed no improvement in critical thinking skills after four years at the university. It was found that students were asked too little, grading was easy and student evaluations became more important for professors than truly educating their students. Part of the reason for a decline in critical thinking skills could be a decrease in academic rigor: 35 percent of students reported studying five hours per week or less, and that in their previous semester 50 percent said they didn't have a single course that required 20 pages of writing.7

Using writing assessments from students in the U.S., research has found that only one student in five produced effective prose. It was also found that 20% of America’s 12th-graders can’t meet basic standards according to data from the National Center for Educational Statistics and the National Center for Educational Progress.8

From the foregoing paragraphs it would seem obvious that the effective health educator will:

* Choose a curriculum that meets the needs of the students,
* Select a textbook that is appropriate for that curriculum and that does not place undo financial hardships on the students, and
* Select assignments and evaluation tools that will enhance the internalization of the knowledge and will assist the student in developing the writing skills that the digital age requires.

### END NOTES

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CHART –

AUTHORS’ BACKGROUNDS—BOOK SIZE—PRICE OPTIONS (Buy or Rent)

**Author Qualifications Pages Chapters List 180 day e-text**

 **Price rental price**

Alters/ Biology Prof 698 16 $121 $61 $61

Schiff Dietician

Donatelle Health educator 768 21 $114 $48 $80

Edlin/ Prof. Genetics 776 24 $146 $45 73

Golanty Health educator

Hahn/ Health educator *Focus on Health*

Payne/ Health educator 512 17 $133 $48 $87

Lucas Counseling *Understanding Your Health*

 672 21 $119 $61 $74

Hales Health writer *Basic text* 704 20 $142-212 $48-62 $144

 *Brief*  496 15 $110-154 $37-45 $39-105

Insel/ Assoc. Prof Psychiatr9 768 21 $160 $55- $83 $105

Roth MD Prof Psychiatry

 (Brief 13th ed) 480 17 $126 $47- $66 $85

Lynch writer 720 22 $110 $44

Elmore health educator

Kopecki health educator

O’Connor/ Prof. Health Ed 1420 27 $9.95 $9.95 $9.95

Wells/ Physician educator

Applegate Health Educator (Brief) 745 25 $8.95 $8 $8

Robbins/ Physical Education 608 21 $120 $41 $52

Powers/ Asst Prof. PE
 Burgess Asst. Prof Physical therapy

Robinson/ Prof/ Health Ed 576 17 $88-104 $31 NA

McCormick Health educator print book

Sparling/ Prof. Appl. Physiology ebook need access code $135 $63 $83

Radican Health educator

Teague/ Leisure studies 532 18 $143 $72 $93

Mackenzie/ Family practice MD

Rosenthal Adj. Asst. Prof Social Work

White MD, writer 566 17 $139 color NA $39

 $49 B&W