



# Behavioral Intervention Research: Designing, Evaluating, and Implementing

*Dr. Laura Gitlin PhD, Dr. Sara Czaja PhD*

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*“ I applaud [this] book for providing a much needed overview of the entire “behavioral intervention pipeline.” It fills a unique niche in its coverage of key theoretical and methodological aspects as well as its case examples and professional development considerations, which makes the content accessible and practical for a broad audience.”*

-**Marcia Ory, PhD**

From the Foreword

This unique text provides comprehensive coverage of one of the most neglected—yet vitally important-- areas of public health research: developing, evaluating, and implementing novel behavioral interventions in service and practice settings. Written for Masters- and Doctoral-level courses as well as novice and expert researchers in this area, the book examines the most critical issues surrounding this form of research in order to maximize the ability of intervention researchers to successfully implement current and future evidence-based protocols in practice settings. Expert contributors embrace key challenges —the complexities of health care delivery, disease management and prevention, rising costs, and changing population demographics—in shaping the push toward advancing more efficient and effective behavioral interventions and methodologies.

Tackling numerous topics that have been neglected in traditional randomized trial handbooks, methodology texts, and books on dissemination and implementation science, the book addresses: **ways to develop and advance an intervention, emerging hybrid trial designs - theories and new models for integrating behavioral interventions with implementation science - - recruitment and retention strategies for inclusion of diverse samples - research designs for different stages of intervention development - treatment fidelity models and measures - novel measurement and analytic strategies - cost analyses - selection of control groups - use of mixed methodology - ethics and informed consent - technology-based intervention approaches – professional considerations.** Abundant case examples from successful behavioral intervention trials—both national and international--illustrate key concepts.

## **Key Features:**

- Includes examples of a wide range of interventions including individuals across the life span and of diverse communities and health systems
- Replete with case examples from successful behavioral intervention trials
- Presents the challenges of and strategies for advancing behavioral interventions for immediate use in practice
- Written by world-recognized expert authors and contributors
- Provides novel coverage of a great variety of important—but previously neglected--topics

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