Making It Better
Gender-Transformative Health Promotion

In this innovative collection, leading thinkers in clinical medicine, sociology, epidemiology, kinesiology, education, and public policy reveal how health promotion is failing communities by failing women. Despite a longstanding consensus that social inequalities shape global patterns of illness and opportunities for health, mainstream health promotion frameworks continue to ignore gender at relational, household, community, and state levels. Exploring the ways in which gendered norms affect health and social equity for human beings, _Making It Better_ invites us to rethink conventional approaches to health promotion and to strive for transformative initiatives and policies. Offering practical tools and evidence-based strategies for moving from gender integration to gender transformation, this anthology is required reading for policymakers, health promotion and healthcare practitioners, researchers, community developers, and social service providers.

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Reviews
“_Making It Better_ breaks new ground in health promotion. It is an essential tool for researchers, policy makers, and practitioners working to improve the health of their communities. Amid dire warnings of unsustainable demands and spiraling costs in health service delivery, _Making It Better_ is a welcome voice offering a fresh health promotion approach to improving health outcomes. In addition, it is a timely expose of product marketing and advertising, which contributes to so many of our modern-day chronic illnesses. It promises pathways to better health for women, girls, and ultimately for all.” — _Kelly Banister, Chief Executive Officer, Australian Women's Health Network_

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