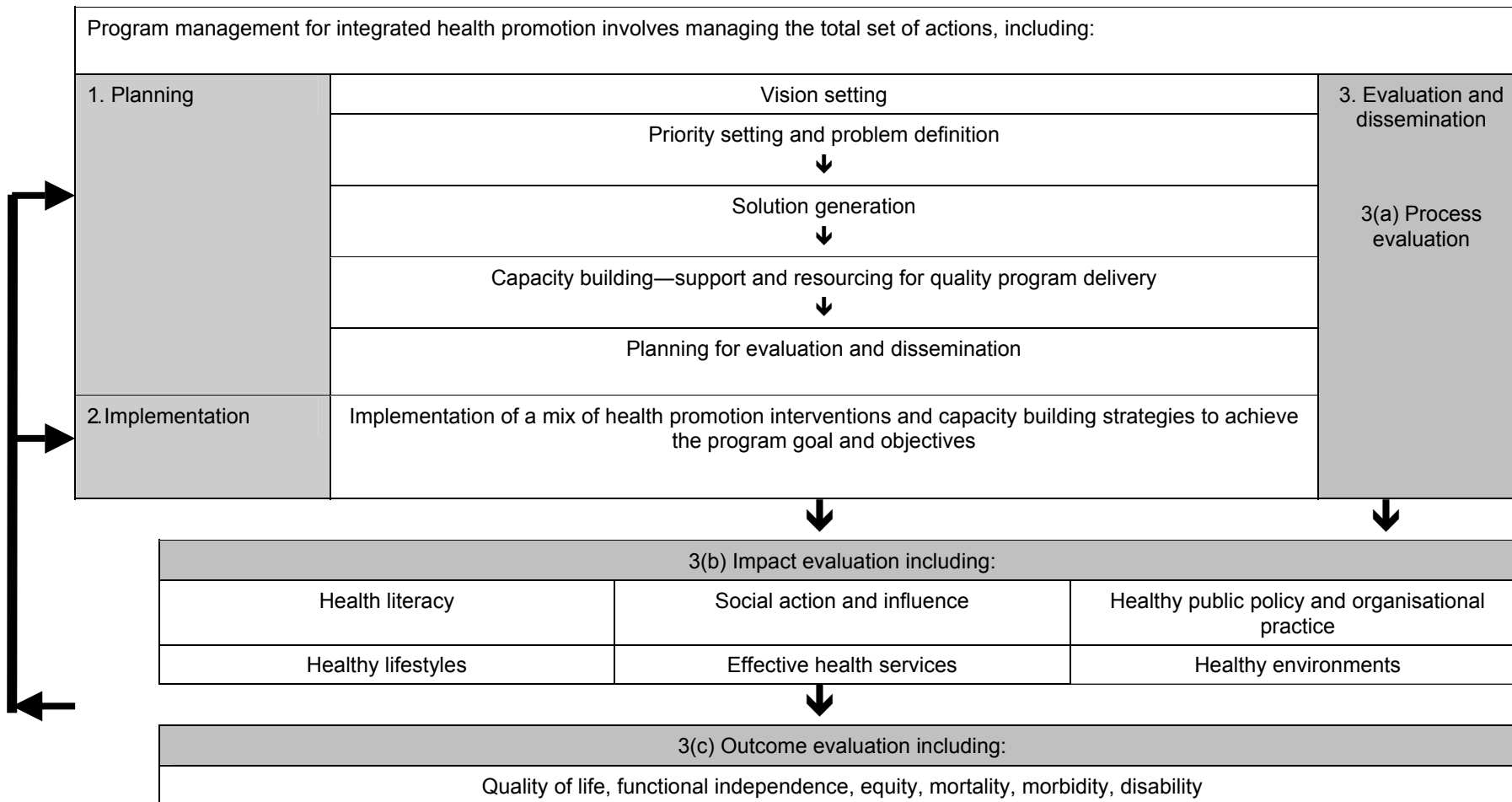


## Program management for integrated health promotion program linking to impacts and outcomes<sup>1</sup>



Adapted from King, L. (1996), An outcomes hierarchy for health promotion: a tool for policy, planning and evaluation, *Health Promotion Journal*, vol. 6, no. 2, pp. 50–58; Nutbeam, D. (1996), Health outcomes and health promotion: defining success in health promotion, *Health Promotion Journal of Australia*, vol. 6, no. 2, pp. 58–60; Nutbeam, D. (2000), What makes an effective health promotion program?, in *Oxford handbook of public health*, Oxford University Press, Sydney