



Innovative Approaches to Health Psychology: Prevention and Treatment Lessons from AIDS (Application and Practice in Health Psychology)

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In an era of vaccinations, angioplasty and gene therapy, is there any need for behavioural change in improving health? Is the role of the clinical, counselling and health psychologist becoming obsolete? Quite the contrary. As this work demonstrates, the opportunity for clinical, counselling and health psychologists to increase the scope of their practice and their contribution to research is more vital than ever. As medicine advances, risky behaviours rise, as does noncompliance with medical regimens and the incidence of more drug-resistant strains of viruses. This book shows how health psychology has risen to the challenge to find new ways to reach and treat at-risk populations. Using their experiences in responding to the HIV/AIDS crisis over nearly two decades, leading experts in health psychology and clinical psychology illustrate how they identified avenues for intervention and new targets for behaviour change and designed new methods to address critical problems. Each chapter presents the theoretical rationale for a host of strategies, empirical validation for the effectiveness with a specific population or presenting problem, and step-by-step procedures for implementation.

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