

Health Promotion

Healthy Alaskans 2010 Volume I: Targets for Improved Health

- Chapter 1:** ***Physical Activity***
- Chapter 2:** ***Nutrition and Overweight***
- Chapter 3:** ***Tobacco Use***
- Chapter 4:** ***Substance Abuse***
- Chapter 5:** ***Mental Health***
- Chapter 6:** ***Educational and Community-based Programs***
- Chapter 7:** ***Health Communication***

Health promotion includes health education and the fostering of healthy individual behavior and healthy lifestyles. Improving knowledge and understanding of hygiene, nutrition, exercise, human life cycle and aging, proper food handling, the effects of dangerous substances like alcohol, tobacco smoke and inhalants, and the risks of contaminants in water, air or food, are all part of health promotion. School curricula and instruction for new parents and for caregivers for people of all ages can assist in promoting good health, as can public media and community programs, both formal and informal. Educational and community-based programs and health communication can change behavior to improve health. Lessons learned over decades of effort to improve the effectiveness of health education suggest that individuals need knowledge, means and motivation to change behavior.

Health promotion materials provided by health care providers, public health agencies or voluntary programs usually aim to help people individually or at a community level identify needs and health priorities, obtain resources and information, and take action in their households, schools, places of work, and communities. The chapters of Healthy Alaskans Volume I: Targets for Improved Health in the Health Promotion cluster specify opportunities for measurable improvements in wellness and healthy, longer lives for Alaskans. These chapters spell out targets for reaching the general population and groups at special risk with information and services, and for achieving measurable change in individual behavior and related health outcomes.

