Health Education and Promotion  
(Revised 2015)

The New Hampshire Public Health Association (NHPHA) holds that good health requires active participation in health education and promotion programs by individuals, organizations and communities. Health education involves opportunities for learning involving communication designed to improve health literacy, including improving knowledge, and developing life skills which are conducive to individual and community health. Health promotion embraces actions directed at strengthening the skills and capabilities of individuals, as well as action directed towards changing social and environmental conditions to alleviate their impact on public and individual health. To be effective, health education and promotion must be informed by evidence based/best available information. Positive social and environmental conditions help individuals adopt healthy behaviors and practices, which improves physical and mental health, reduces morbidity and mortality, and so conserves limited resources. The NHPHA supports policies that:

- Mandate culturally and linguistically appropriate health education and promotion activities;
- Ensure that health education and promotion activities are accessible to all residents; and
- Focus on prevention and protection

Resources


U.S. Department of Health and Human Services, Center for Disease Control and Prevention, Healthy Living. http://www.cdc.gov/healthyliving/