

# “Does Health Promotion Work?”

Tom Sims, M.A.



Denver, Colorado

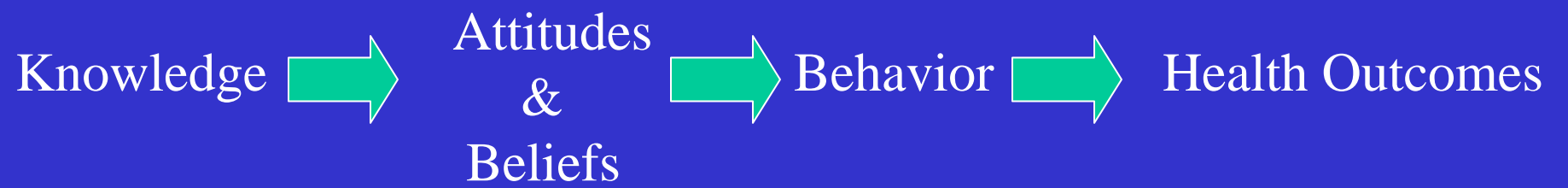
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## 3 Ps of Public Health

- **Protection**
- **Prevention**
- **Promotion**

“Health promotion is the combination of educational and environmental supports for actions and conditions of living conducive to health.”

L.W. Green & M.W. Kreuter



# Socio-Ecological Model



# Considerations

**Delay of impact.**

**Dose – response.**

**Decay of impact.**

Effective Health Promotion requires complementary approaches including:

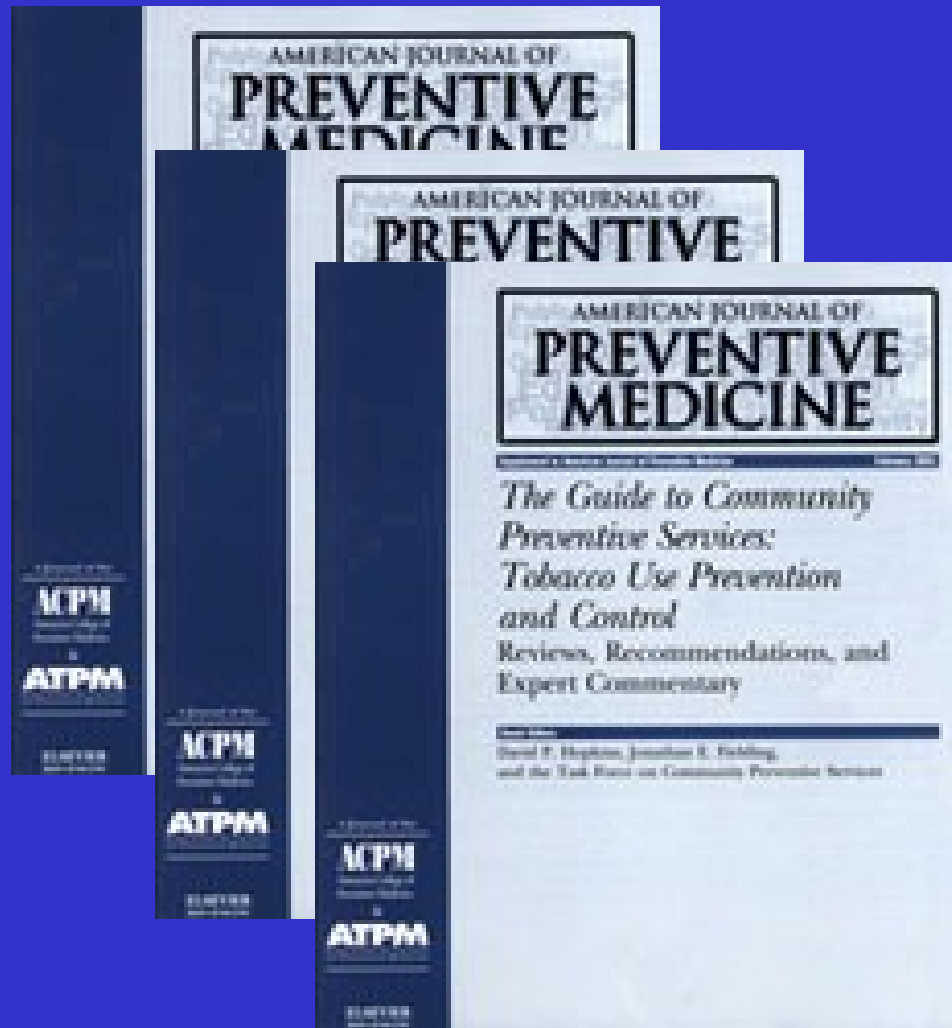
- ✓ health education messages
- ✓ building healthy public policy
- ✓ creating supportive environments

# New approaches:

- Social Marketing
- Targeting
- Tailored messages



# The Guide to Community Preventive Services



**Thank you !**