

Promoting Healthy Lifestyles: What Works?



Health Promotion



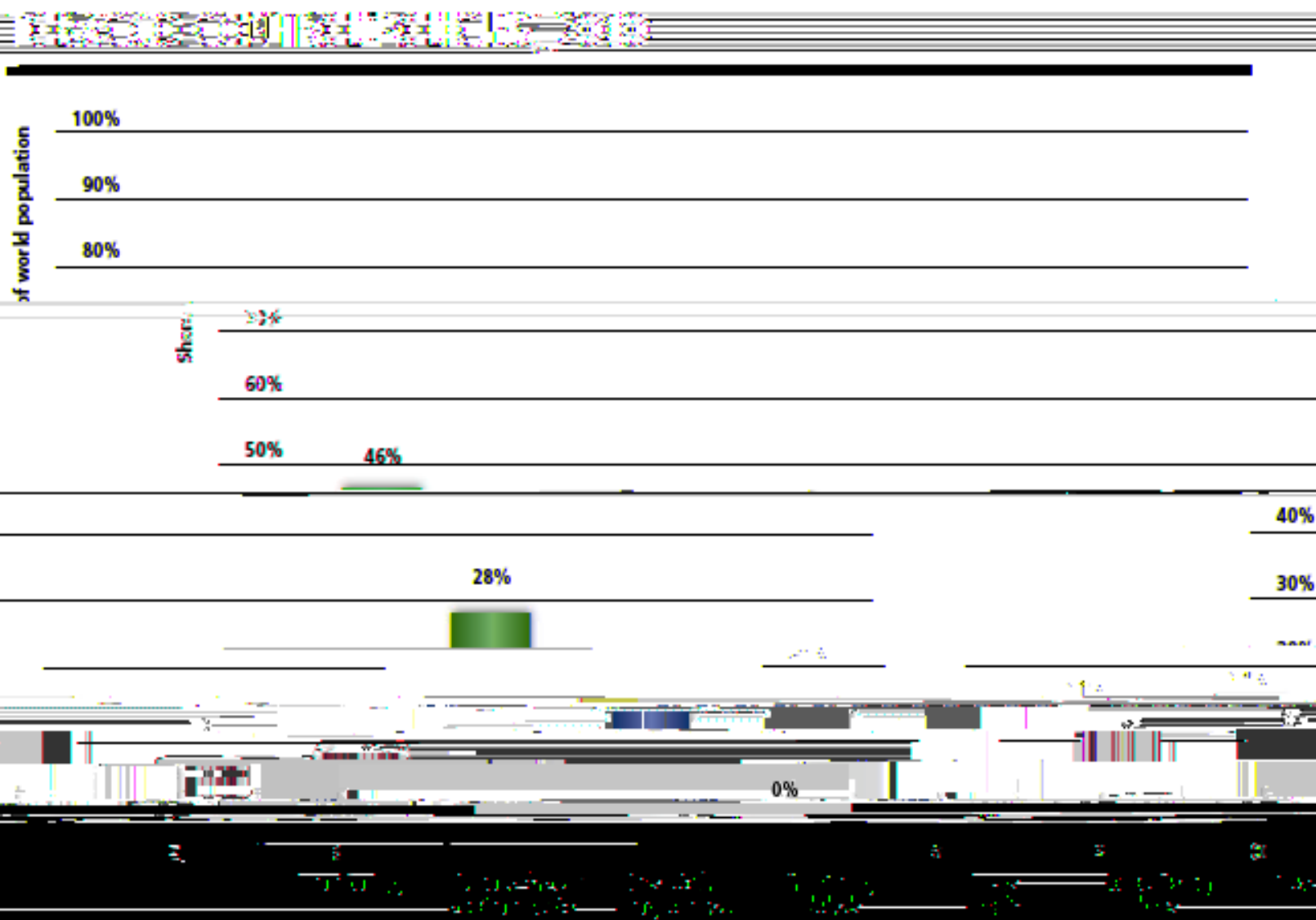
Types of Health Promotion



Domains and Sources of NCD Health Risk



SHARE OF THE WORLD POPULATION COVERED BY SELECTED





WARNING
TOBACCO USE
CAN MAKE YOU
IMPOTENT

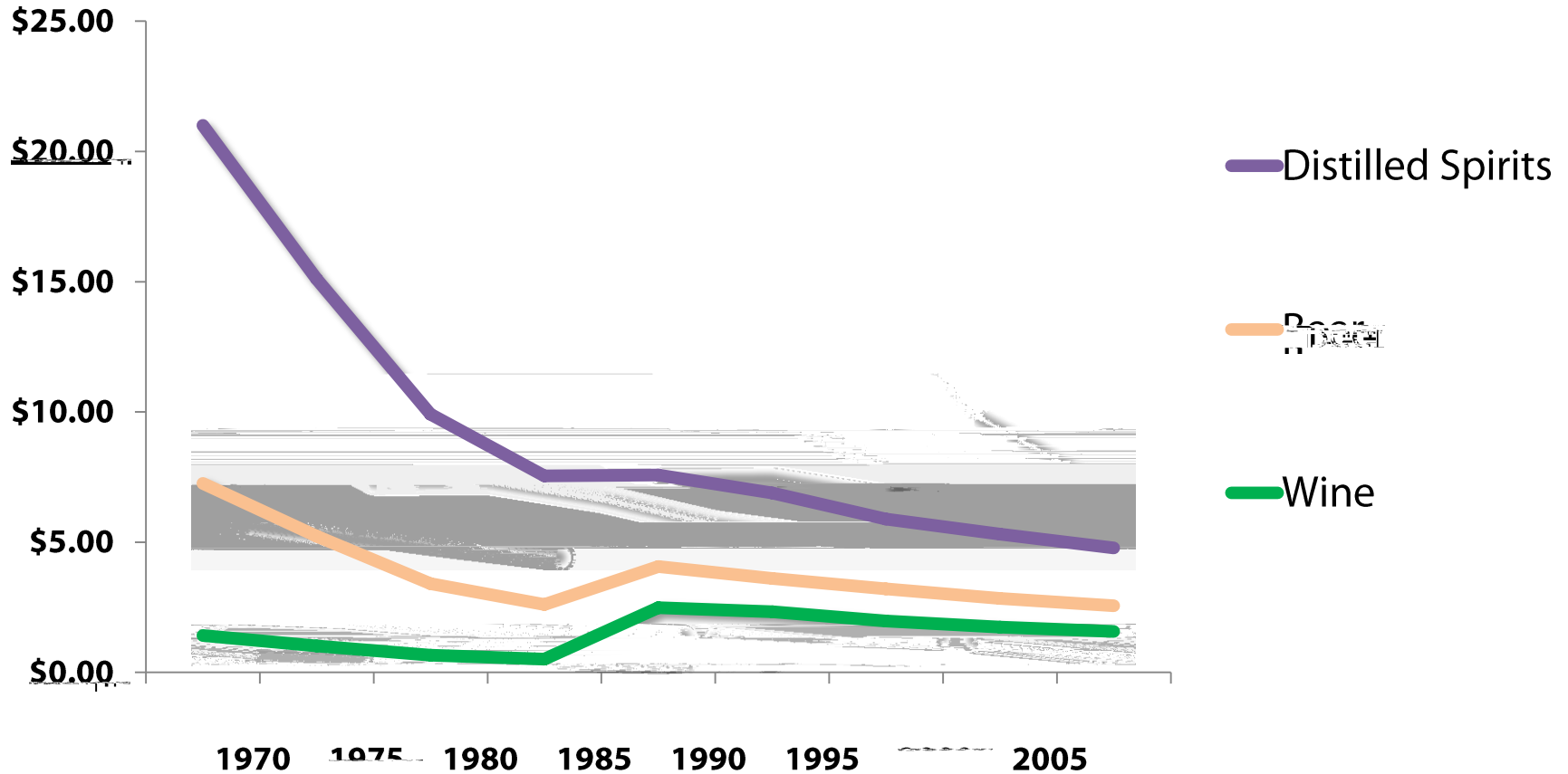
Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

© 2007 Canadian



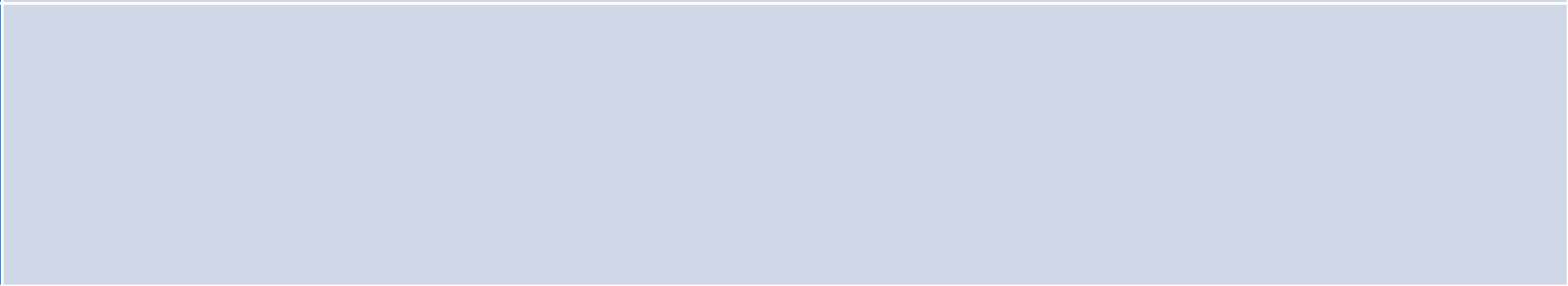
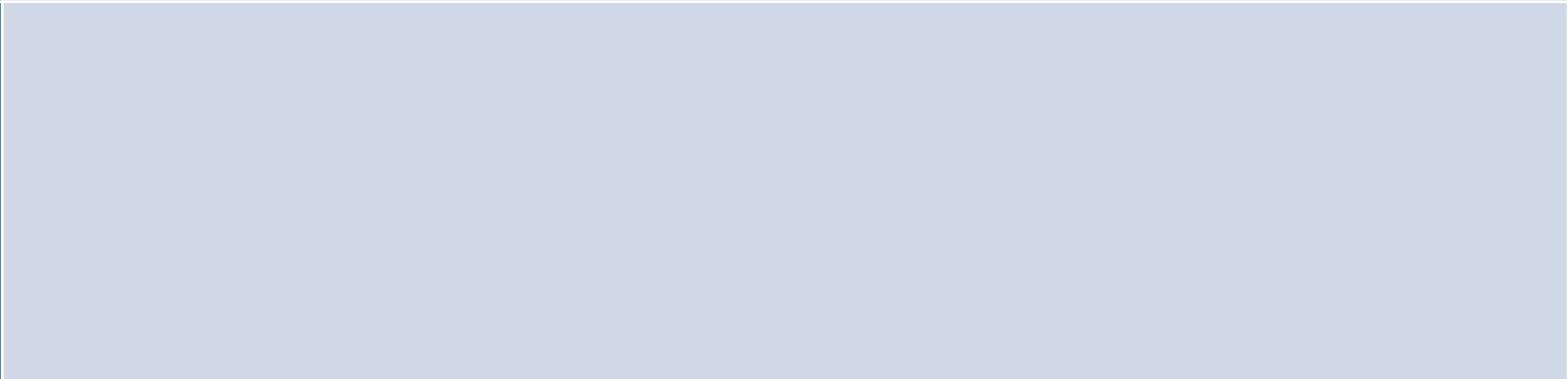
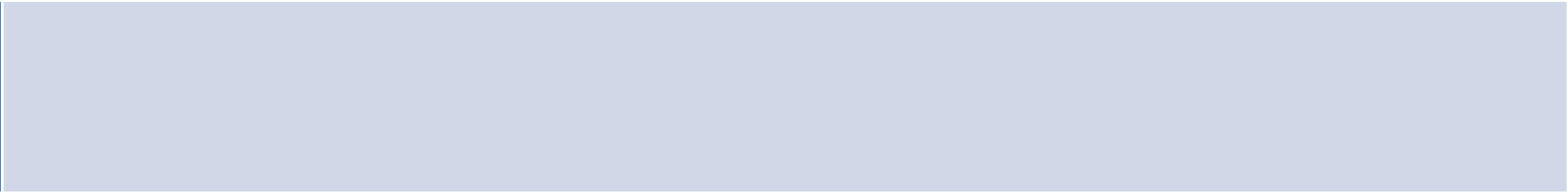
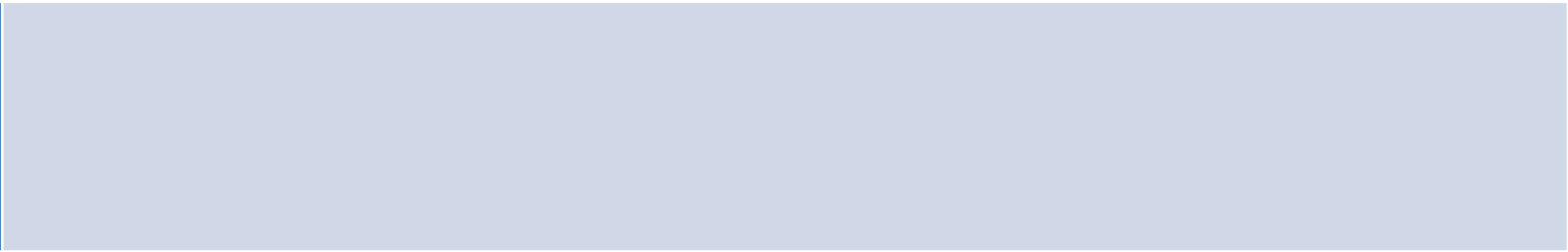
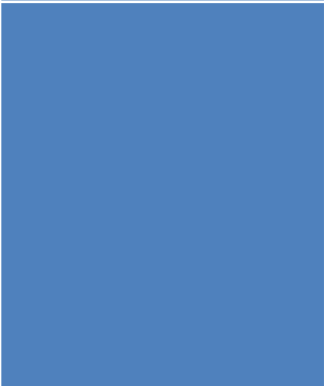
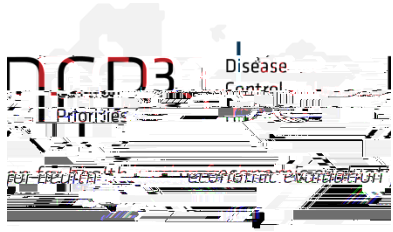


Federal Excise Tax Rates Per Gallon Absolute Alcohol, 1970-2010



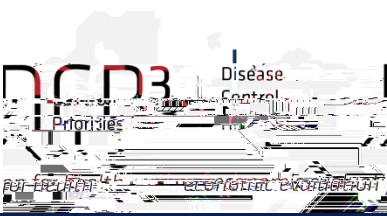
Data from Ramanan Laxminarayan, July 2013







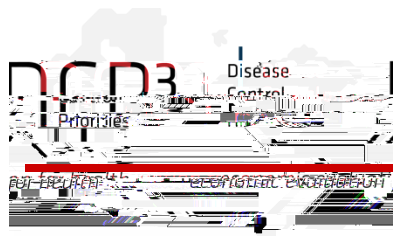




OVERVIEW OF EFFECTIVE, PROMISING, AND EMERGING STRATEGIES TO PROMOTE PHYSICAL ACTIVITY IN COMMUNITIES



What do we know about Cost-Effectiveness for PA?



Implications

Economic incentives are well supported, perhaps especially effective in developing countries, but they are under-utilized. However, need some enabling conditions (ex Vitality).

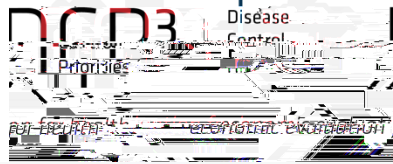
Culture matters. Community-based campaigns work well in community-oriented societies without major barriers (crime, low accessibility).

Importance of targeting: youth programs different from geriatric programs, etc.

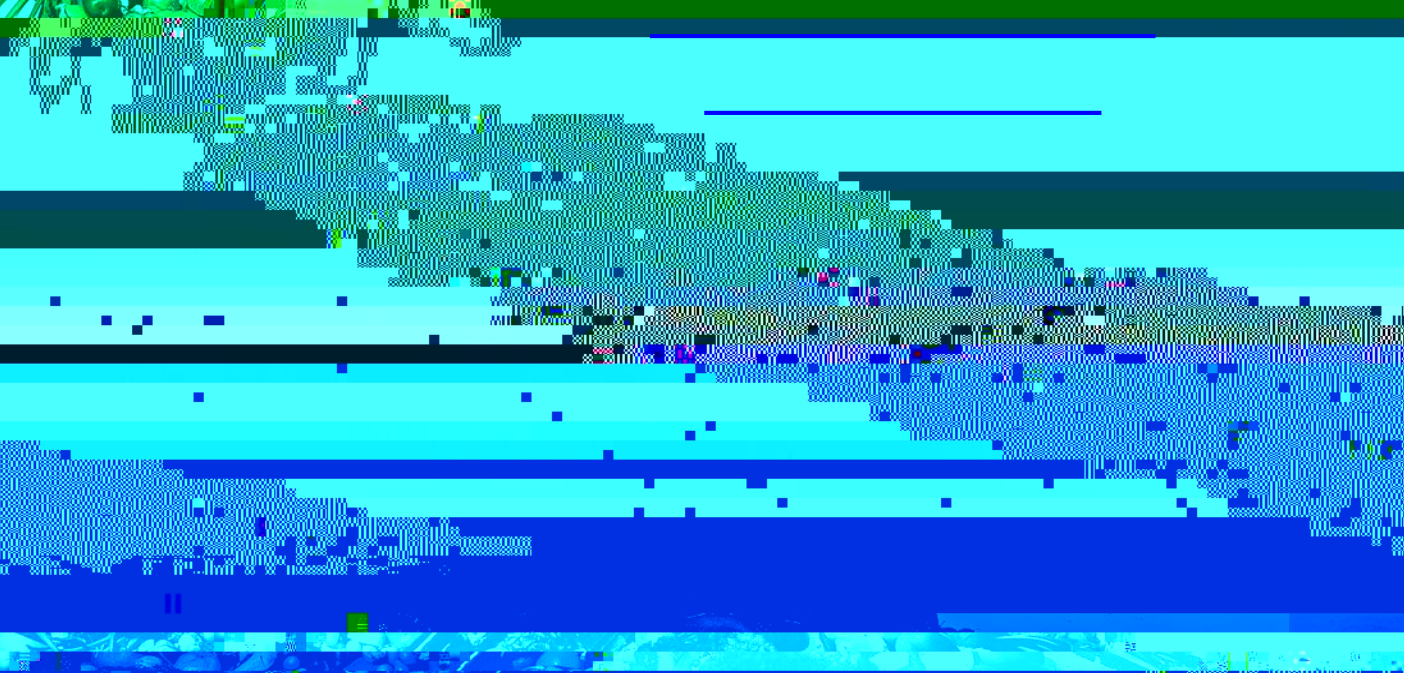
At the population level, even modest shifts in risk behaviors and risk factors substantially alter health outcomes and disease risk.



Conclusions



Priorities for Improved Survival: ICPD Beyond 2014

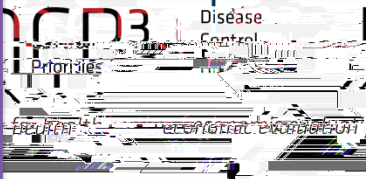


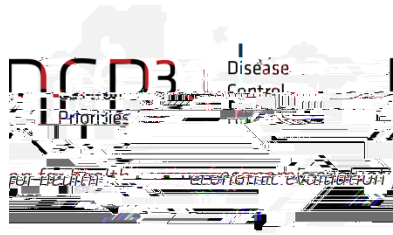




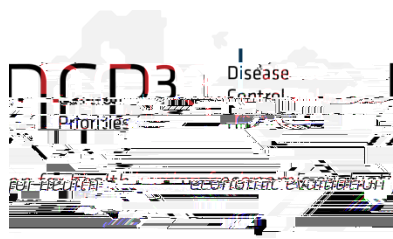
Examples of Strategies with Less Evidence

EFFECTIVE POLICY & ENVIRONMENTAL APPROACHES





School-based physical education programs in Latin America



Academia da Cidade, (ACP) Recife, Brazil
