

A Comprehensive Approach to Promoting Physical Activity and Healthy Nutrition

Components of a Comprehensive Health Promotion Program	Enhance Individual Motivation And Readiness to Change			Create and Environment Supportive of Change		
	Promote increased awareness, knowledge and motivation.	Teach or enhance skills needed to make the desired lifestyle change.	Provide opportunities to practice new skills and behaviors in a safe setting.	Foster supportive social networks.	Establish and maintain a supportive physical environment.	Establish and enforce supportive policies, laws and regulations.
Community/State	Media campaigns; e.g. “Get Up and Do Something” and “5-a-Day”	Grants to community agencies to develop programs	Safe streets and walking/bike paths; Lt. Gov. Challenge; Walk Delaware	Fund community groups for local programs promoting group physical activity	Develop links among developments, increase safe sidewalks, trails	Promote bike and pedestrian paths, removing barriers
Work Sites	Information and education programs	Employee health promotion programs	Supervised fitness facilities; healthy food choices	Form teams to maintain walking groups, etc.	Develop/promote walking trails, time sharing, fitness facilities	Allow time for physical activity, require healthy foods
School Sites	Coordinated school health; health classes; Wellness Centers	School health classes, physical education	Physical education for all students; healthy food choices available	Provide social support for physical activity other than PE/sports	Keep track fields, other facilities open after school hours; safe, well lighted	Require PE, healthy food choices; meet standards for health education
Health Care	Informational campaigns at health care facilities	Patient and professional education programs	Fitness facilities, personal trainers, healthy food choices	Create support groups for patients	Provide fitness centers, adequate counseling and training	Changes in insurance coverage

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