



Health promotion: 8 tips to guide people towards healthy behaviour



*Do you want to convince your customers or employees to live healthier? **Then you need to develop a health promotion strategy.** Based on their experience, Helan and Partenamut share their best practices. .*

1. Translate your message

Deliver your message in the form your target audience is most receptive to: videos, testimonials, articles, webinars or trivia. Share accurate information that highlights all the options for healthier living. Evaluate.



2. Make healthy living sexy

Stimulate people with positive information and make switching to a vital lifestyle attractive. Emphasise the benefits and include a game element in your health promotion, without being pedantic or patronizing.



3. Focus on the possibilities

There's an inner rebel in each of us who resists imposed lifestyle changes. To overcome that resistance, you need to show the new opportunities rather than the limitations that a healthier lifestyle brings: change is not mandatory, it's simply an *option* that's available to you.



4. Offer choices

Let people take charge of their own health journey. One person may like walking, another, dancing. Give people all these options, so they can choose the approach that suits them and they will stick with it longer.



5. Appeal directly to your target group

Know who you're talking to, what stage of life that person is in and what support they need. Target your health promotion towards specific risk groups. Show people over 50, for example, how important regular check-ups are for the early detection of cancer.



6. Emphasise achievable goals

Draw up an extremely concrete plan and set a few achievable goals in the short term. Have these been integrated? Only then should you take the next step. It's not necessary to go to the gym three times a week, you can also climb stairs at home.



7. Lower the threshold

Integrate accessible preventive care into your offer. Include home assistance in your insurance, arrange for online consultation with a psychologist, or medical check-ups. This makes choosing health and well-being easy.



8. Repeat your message

Share your information and awareness campaigns across multiple channels and media, both online and offline. And keep repeating your message, in different ways each time.