Unhealthy behaviors, including tobacco use, substance abuse, poor nutrition, and lack of physical activity, are the root causes of many chronic diseases and premature deaths. Helping people develop healthy behaviors will increase wellness and quality of life and decrease chronic disease, premature mortality, and disease burden. The Promote Healthy Behaviors Standards focus on the primary prevention and health promotion actions needed to prevent illness, injury, and disease. The services specified in these standards apply to behaviors throughout life.

The Promote Healthy Behaviors standards were designed to:

- Promote the annual review of the existence of health promotion and primary prevention services.
- Assure that a minimum set of health promotion and primary prevention services are available to all Iowans.
- Engage community stakeholders in supporting health promotion and primary prevention services.

What are the benefits and outcomes for Iowans?

- A systematic way to determine the level of basic health promotion and prevention services and gaps in services.
- Valuable and timely information for prioritizing the use of public health resources.
- Improved access to the basic level of health promotion and primary prevention services.
- A reduction in chronic disease, premature death, and disease.

How will the state health system change?

- To conduct an annual review of services, the state public health department will need to be aware of health promotion and prevention services statewide.
- A statewide systematic approach must be used by the state public health department to assure a minimum set of health promotion and primary prevention services are available to all Iowans regardless of where they live.

For more information about the Promote Healthy Behaviors standards, contact committee co-chairs:

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