

Title: Making healthy options easier options

Abstract :

Obtaining a healthy population requires a multisectoral commitment to making healthy options accessible to people. Yet, health promotion efforts tend to focus on motivating individuals to make better choices without changing the social, economic, environmental and political factors that determine human behavior. And, discussions of strategies and policies that make healthy choices easier often spark debate about individual rights and freedoms and fears coercing people to behave in ways they would not do “normally.” How can we make healthy options easier options and do so in an ethical and responsible way? This talk will provide evidence and insights about simple and responsible ways to make it easier for the population to make healthy choices.