

# FACT SHEET 1

## FACT SHEET 1 The Benefits of Population Health Promotion

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#### What Can We Expect From Using A Population Health Promotion Approach?

##### ECONOMIC BENEFITS

- ◆ Improved economic environment—income, job opportunities, investment climate
- ◆ Increased productivity and decreased incidents of absenteeism and presenteeism
- ◆ Greater degree of health equity = decreased use of health services = less costs
- ◆ Better educational outcomes and higher graduation rates

##### SOCIAL BENEFITS

- ◆ Stronger and wider community support networks
- ◆ More engaged citizens and increased public participation
- ◆ Stronger partnerships and greater collaboration across sectors
- ◆ More supportive settings in homes, schools, neighbourhoods, and workplaces
- ◆ More children and youth engaged in learning and in school
- ◆ Improved access to and quality of health care services

##### ENVIRONMENTAL BENEFITS

- ◆ Healthier natural and built environments
- ◆ Safer homes and communities and decreased levels of crime
- ◆ Improved transportation infrastructure and services

##### PERSONAL BENEFITS

- ◆ Higher levels of mental, spiritual, social and physical well-being in all age groups
- ◆ Increased quality of life throughout the life course and life expectancy
- ◆ Greater levels of resilience in the entire population
- ◆ Decreased rates of chronic illnesses and diseases
- ◆ Fewer barriers to making the healthy choice the easy choice
- ◆ Increased number of people demonstrating good personal health practices in all stages of life

**THRIVING PEOPLE THRIVING COMMUNITIES**