

Letter of the Editor

Health Education and Health Promotion

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Today we are faced with new problems threaten individual health. Some protective individual action is expected to reduce the negative impact of major problems such as cardiovascular disease, cancer, obesity, diabetes, mental illness, accidents, outcomes due physical inactivity, and the adjustments necessary to aging. Bringing about the improvement of health requires education. The task of health education is inevitably made very difficult, because of the lack of obvious procedures for preventing today's ills, the absence of effective curative measures, the less obvious nature of procedures caused new health issues, and integrating the individual health behaviors to culture, custom, social construct and value system.

Present-day health problems differ from preventing of the infectious diseases to avoiding disability and death from new health issues. We should shift our actions for educating people into holistic empowering intervention comprising individual and their societies. Then one of the main governments' objectives of any development is to strengthen people capacity to achieve the highest level of welfare. This objective is exactly according to the health promotion goals maintained on Ottawa charter in 1986. The solution of new health problems to achieve the more well-being is to know how it is possible to empower people and societies to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health education is recognized as a good tool for people promoting health. Theory-based education is one of the best ways to conduct an effective education. Theories and models of education is broadly used in health education process. The models and theories consider people, their families, environment and community as a whole unit. . Besides the health promotion use the models of health education as a tool for behavior change, considering multi approach is beneficial for solving the challenge that is "how to" change people behavior. Our overarching aim is to improve the health and reduce injuries and risk factors to improve the highest level of quality of life with longevity.