The scale of the global cancer burden and its associated economic costs indicate that adoption of healthy behaviors to reduce the risk of cancer is critical. However, behavior change continues directed at individuals are not likely to be successful without addressing the many external factors that influence behavior. In addition to educating and building skills that encourage healthier behaviors, health promotion must also include efforts to address the environmental, economic, and social factors that influence an individual’s ability to engage in these behaviors. For instance, the availability of sidewalks and biking infrastructure affects the degree of physical activity in a community, and the availability of affordable fresh fruits and vegetables affects healthy eating habits. This is especially important in the context of health equity, as vulnerable populations are most affected by environments that are not conducive to healthy behaviors.

A comprehensive policy framework to create environments that support following cancer prevention recommendations includes actions at the environmental, system, and individual levels. While that framework was developed to address diet, physical activity, breastfeeding, and alcohol consumption (all factors associated with cancer risk and/or body weight), the broad policy levers are applicable to other health behaviors, such as tobacco use and vaccination. Examples of initiatives include taxation, education and community mobilization, counseling in healthcare, and community mobilization. 

The WCRF/AICR has introduced a policy framework to create environments that support healthy behaviors, such as taxation, education and community mobilization, counseling in healthcare, and community mobilization.

**TAKING ACTION**

**HEALTH PROMOTION**

A Population and Systems Approach

Health promotion must address the environmental, economic, and social factors that influence health behaviors.