



Healthy living include healthy eating, physical activities, good personal hygiene, weight management, stress management, avoiding tobacco, drugs, and the harmful use of alcohol.

Healthy lifestyle is associated with:

- Health awareness.
- Work safety.
- Living in safe environments.
- Good nutrition.
- Adequate sleeping patterns.
- Physical fitness and regular exercise.
- Absence of addiction.
- Good personal hygiene.
- Positive social communication.

Health promotion is thus about eating healthy food, avoiding unhealthy food, and ensuring positive social, environmental and occupational conditions so that where one lives and works plays a major role towards health and wellbeing of an individual. However, when giving people advice about health promotion, you must understand their current lifestyles and be sensitive to their specific needs.

**For example:** Asking a construction worker to exercise daily for 30 minutes is not a good advice as she/he is already engaged in active physical work throughout the day. Ensuring a safe working environment, preventing work place related accidents, safe drinking water and sanitation should be a priority for her/his health and wellbeing.

There are wide health gaps between the rich and poor in India, so a single health promotion programme will not fit everybody. Health promotion messages should be adapted to the local needs of the community and take into account different behaviours and lifestyles.

**For example:** Recommending expensive dietary options to those who cannot afford to have even one full meal a day is being insensitive to realities of poor people's lives. However, encouraging people to consume traditional foods that are locally available would meet their nutritional needs without imposing high costs.