



Target Population

Health promotion should be targeted across all age groups.

Special focus should be given to adolescents and young adults. The earlier an individual begins a healthy lifestyle, the easier it will be to maintain the good habits upon reaching adulthood and throughout one's life.





Promoting healthy habits ensures:

- Healthy families and communities
- Reduced cost of treatment for illnesses
- Better quality of life
- Avoiding lost wages on account of sickness