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<https://minorityhealth.hhs.gov/npa/templates/browse.aspx?lvl=1&lvlid=11#goal>

<http://dhhs.ne.gov/publichealth/documents/National%20Stakeholder%20Strategy.pdf>

<https://minorityhealth.hhs.gov/npa/templates/browse.aspx?lvl=1&lvlid=11>

Goal 1: **Awareness**- Increase awareness of the significance of health disparities, their impact on the nation, and the actions necessary to improve health outcomes for racial, ethnic, and underserved populations.

Goal 2: **Leadership**- Strengthen and broaden leadership for addressing health disparities at all levels.

Goal 3: **Health system and life experience**- Improve health and healthcare outcomes for racial, ethnic and underserved populations.

Goal 4: **Cultural and linguistic competency**- Improve cultural and linguistic competency and the diversity of the health-related workforce.

Goal 5: **Data, research and evaluation**- Improve data availability and coordination, utilization and diffusion of research and evaluation outcomes

the five goals are:



## THE AMSO FRAMEWORK: FOUR FACTORS FOR BEHAVIOR CHANGE

<https://journal.thriveglobal.com/the-art-and-science-of-health-promotion-91b301fd7af6>

### 1. AWARENESS

Awareness is understanding the relationship between lifestyle and health outcomes. It used to be the primary focus of programs, but stimulates very little health behavior change, maybe only 5%.

### 2. MOTIVATION

Motivation drives why people want to change; it is rarely to improve health and more often related to their underlying passions or purpose in life. Motivation may account for as much as 30% of successful change.

### 3. SKILLS

Success behavior change requires learning new skills and having the right skills can increase success rates by as much as seven-fold. Having the right skills accounts for about 25% of successful change.

### 4. OPPORTUNITY

Having opportunities to practice healthy life style is probably the most important factor, accounting for up to 40% of successful change. Our behaviors are influenced by our peers; the policies of the organizations we encounter; local, state and federal laws; societal norms, the natural and build environment; and social equality.

