



- National Strategy
- Community Support
- Social Marketing
- Media Advocacy
- Policy Development
- Business and Industry Assistance
- Coordinated Research Efforts



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\* Based on the work of Chris Economos, PhD, et al: "What Lessons Have Been Learned from Other Attempts to Guide Social Change?" 2001

\*\* Drawn from the work of Kenneth R. McLeroy, PhD, et al: "An Ecological Perspective on Health Promotion Programs" 1988