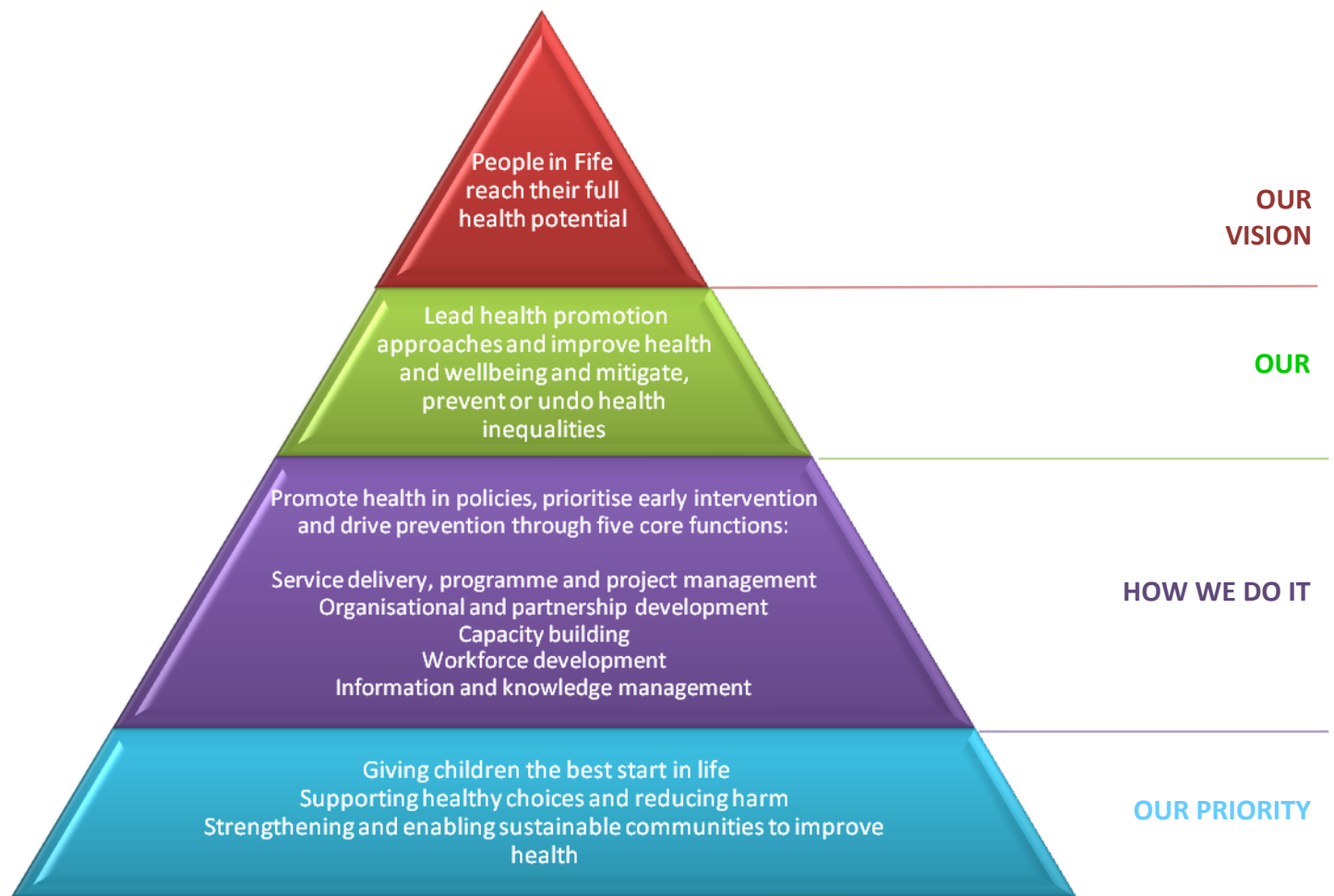


## Health Promotion Service Strategic Framework

Fife Health and Social Care Partnership are committed to prevention, early intervention and reducing health inequalities and improving the health and wellbeing of the population of Fife.

The key purpose of the Health Promotion Service is to lead on health promotion approaches and services which maintain and improve health and wellbeing and mitigate, prevent or undo health inequalities. This covers the life course: early years and children, adults and older adults.



### Prevention and Early Intervention

“Supporting and encouraging people to achieve their full potential, stay resilient and take more responsibility for their own health and wellbeing; making choices that increase their chances of staying healthy as long as possible and where they experience ill health, promoting recovery and self-management approaches”.

### Tackling Inequalities

“Working with our partners to tackle the causes of inequality and health inequality by supporting those at greatest risk and focusing on:

- Mitigating the health and social consequences of inequalities
- Helping individuals and communities resist the effects of inequality on health and wellbeing”