

My Health Promotion Philosophy in a Digital World

What does it mean to “be healthy”? I personally describe health with a holistic approach as being made up of the six interconnecting domains of well-being. These domains are Physical, Mental, Emotional, Spiritual, Social and Environmental health. I believe that when people are well in each of these areas it creates an essential harmony and peace, which leads to a productive and happy life where people can better satisfy their own needs.

I personally believe the goal of Health Promotion is to support people in gaining an understanding and valuing the six domains of wellness. This will guide them on a path of empowerment and increased control of their own health, which leads to a better quality of life. Not only can health be bettered by strengthening the skills of individuals, but by developing strategies and interventions in communities that encompass the determinants of health, and that build healthy social and physical environments to support healthy behaviors.

In the past decade or so, there have been profound changes in the types of digital technologies that are available for mass use. For example, social media platforms like Twitter, Facebook, YouTube and Instagram have been developed, allowing for the creation of content and the sharing of personal content by users.

According to *Health Promotion International*, health promoters have experimented with using text messages, social media sites, and apps to strategically disseminate information about preventive health, collect data about people's health-related behaviours and attempt to ‘nudge’ members of target groups to change their behaviour in the interests of their health.

Small media, such as videos or printed brochures, can be used to inform, educate, and motivate people. As a videography and digital media guru, I plan to inspire, motivate, and educate people to live healthy active lifestyles. To take control of their well-being, which I believe will increase their productivity and quality of life. Creative content can curve those medical bills by preventing morbidity.