

- Health promotion and prevention are separate concepts
- Health promotion is a new task
- Willing to take on a disease preventive role but not a health promoting role
- Focus on pathogenesis, risk and evidence



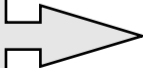
”The demarcater”

- Health promotion is an extensive concept that includes prevention
- Health promoting and preventive measures are largely integrated in ordinary work
- Wants to be more involved in health promotion efforts



”The integrater”

- Health promotion is a companion to primary prevention
- A proactive approach with a focus on salutogenesis and activities within the local community
- The health promotion role is mainly to be developed



”The promoter”