

# What is Public Health?

Public health promotes the physical and mental wellbeing of people by ensuring that they can make the best decisions about their health.



## Informed decisions

Public health interventions help individuals make informed choices about their health while preserving personal freedoms. For example, providing accurate information about health risks empowers individuals to make choices that align with their values.

## Community engagement

Public health initiatives can promote community engagement and innovation by involving local organizations and leaders, like us, in the decision-making processes. These initiatives empower local communities.



## Cost reduction



Public health measures lead to cost savings in the long run by preventing and reducing the burden of disease. For example, investing in preventive measures like health education programs can help identify and address health issues early and prevent the need for expensive treatments later on.



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**ALL HEALTH IS PUBLIC HEALTH.**