10 Core Principles of the Vision for a Culture of Health

1. Optimal health and well-being flourish across geographic, demographic & social sectors.

2. Opportunities to be healthy & stay healthy are valued and accessible to everyone across the entire society.

3. Individuals & families have the means and opportunities to make choices that lead to healthy lifestyles and optimal well-being & functioning .

4. Business, government, individuals and organizations can work together to foster healthy communities and lifestyles.

5. Everyone has access to affordable, high-quality healthcare – both preventive and remedial.

6. No one is excluded.

7. Health care is efficient & equitable.

8. The economy is less burdened by expensive and unwarranted healthcare spending.

9. The health of the population guides public and private decision making.

10. Americans understand that we're all in this together.