

## **HEALTH PROMOTION IN THE ERA OF ENGAGEMENT**

AC King

*Stanford Prevention Research Center, Stanford University School of Medicine, Stanford, CA USA*

As the major health issues of our age become progressively more trans-disciplinary and global with respect to determinants and outcomes, behavioral health scientists are being increasingly challenged to engage in ways that enhance both the relevance and reach of research in behavioral nutrition and physical activity. This presentation will highlight some of the current trends in the field aimed at increasing the impacts of behavioral nutrition and physical activity research on population health and policy. Among those areas that merit particular attention are scientific activities aimed at bridging the gene-behavior “divide”; applying life course perspectives in developing behavioral solutions that are trans-generational; engaging the community to accelerate translation; harnessing the power of technology in expanding assessment and intervention methods to broader portions of the population; and building our science to inform policy at local, regional, national, and international levels. The presentation will conclude with a consideration of recommendations and caveats.