

Encouraging some healthy behaviors in children

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Abstract

The paper presents a strategic program of models of pro-ecological behavior combining the existing environmental education approaches (attitude change, negative techniques of punishment for destructive behaviors), with positive technologies, which encourage environmentally friendly behaviors. Until now, preventive medicine has sent a rather negative message: it has stopped people from doing things, which offer pleasure or satisfaction. The concept of health promoting has to be a positive one. It also has to raise people's awareness about environmental risks and to encourage them to gain control not only over their health, but also over the environmental health. The program of behavior modeling with a positive reward methodology can be used to encourage physical activity in children.

Key words: children, behaviors, health, physical activities.