



The Face of Wellness: A Conceptual Framework to Guide the Development of Effective Health Promotion Programs; The Awareness, Motivation, Skills and ... Framework and The Face of Wellness Model

MPH, PhD, Michael P. O'Donnell MBA

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This workbook provides an introduction to the Awareness, Motivation, Skills and Opportunity (AMSO) Framework, which is a component of the Face of Wellness Model. Readers will become familiar with the three major components of the Model, including an Aspirational Vision of Health, Health the Behavior Change Process, and the AMSO Framework. The description of the AMSO Framework includes discussions of the four basic components of the Framework: awareness, motivation, skills and opportunity, and the six components of opportunity: peers, organizations, the state, society, environment and equality. This workbook is written in easy to understand language by one of the leading experts in the field of Health Promotion. It is an invaluable tool for practitioners in the field to inform the design of evidence based workplace wellness programs.

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