

Focused on equity

All people should be able to achieve their full health potential regardless of the social position or other socially determined circumstance.

People-centred

End-user and perspectives are valuable and guide action. Public health authorities must be able to engage, listen to, and understand the communities and individuals they serve.

Underpinned by health goals

TAP process helps public health authorities with enabling, supporting and motivating recommended health behaviours among different groups, to reach national health goals.

Participatory

Stakeholders are engaged from project conception, promoting ownership and shared responsibility.

Comprehensive

TAP offers a comprehensive approach to project development which is broad at the outset and becomes increasingly focused , at each step to result in targeted intervention.

Evidence-based

It is rooted in behavioural and psychological science and literature. National processes draw on national, subnational and global data and evidence as well as proven social science methods.