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## The psychological basics of health behavior management strategies .

### ABSTRACT

#### Keywords:

**health behavior, health behavior management, health culture .**

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The present study aimed at presenting the concept of health behavior and the reasons for interest in health behavior management. It also focused on the psychological basics of health behavior management strategies, and what are the unhealthy behaviors in the Egyptian society. The study also clarified motivation of the prevalence of unhealthy behavior. The researcher concluded by presenting the mechanisms of spreading health culture at the individual and community level, including: Clarifying the magnitude of the damage caused by unhealthy behaviors at both the personal and community level, changing the knowledge structure about health-related behavior, etc.

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