Abstract: Background: Following the First International Conference on Health Promotion held in Ottawa, Canada (1986) and producing what is known Ottawa Charter for Health Promotion, also developing WHO projects which have sought to translate health promotion concepts into practical action, our understanding of health promotion strategies have been added greatly. Recent developments in health systems around the world and in our country (IRAN) have given new prominence to health promotion approaches.

Focus on health outcomes reconfirms the priority placed on investment in health promotion. Continually asking the question “where is health created?” links health promotion to health workers so we decided to conduct a study aimed at studying KAP of health care workers to promote their health as propagators of health promotion.

Method: This study was a cross sectional survey. 200 health centers (HC) were systematically and randomly selected from East Azerbaijan and Ardebil provinces. In each HC, a general physician (GP) and two other health workers were chosen as care providers. Five health volunteers and five other clients were also chosen as health care consumers. Data were gathered in clients group through interview and in service providers group via self administered questionnaires. Data were analyzed using SPSS software.

Results: 41.5% of care providers and 36.4% of clients were always planning for their family health. 45.9% of care providers and 52.8% of health care consumers considered society and families and the person as the main factor in health promotion plans. There was a statistically significant difference between two groups. 31.4% of care providers and 36% of clients had more than 6 hours physical activity in the last week.

Conclusion: According to results of this study, health care workers especially GPs should take trainings about their healthy life through regular educational programs. On the other hand, community and families should be involved in health promotion programs which require a close cooperation between health centers and community.