

Health promotion

What is health promotion

- Health promotion is about achieving the best possible health for everyone. It is difficult to improve an individual's health if the economic, environmental and social conditions are bad. Interventions are changes made to individual and social circumstances to maximize opportunities to achieve good health. WHO defines health promotion as the process of “enabling people to increase control over, and to improve, their health”. (1986) . Health promotion is based around the saying “Prevention is better than cure” and it aims at preventing morbidity and mortality.

Promotion can target three levels of prevention:

1. Primary: Persons yet to display symptoms of disease. Aimed at preventing onset of disease eg immunization programs.
2. Secondary: Early signs of disease or risk factors are present, aim is to halt or slow disease process. This is early stage intervention. Eg weight loss programs
3. Tertiary: Minimize the effects of the disease. Eg: medicines

Who is responsible for Health Promotion

1-Individuals

2-community groups/schools

3- non-government organizations

4- government

5-international organizations, e.g. WHO, United Nations

Individuals play a key role in promoting their health, because personal behavior is the major determining factor of health status. For health promotion to be effective, individuals' need to be empowered. This refers to an individual's ability to make decisions about, or have personal control over their life. Individuals working in health-related areas are able to assist people to gain control over their health eg general practitioners, counselors, dentists, health workers, community nurses. Other individuals who are involved in improving health also include health educators, social workers, community workers and environmental.

Community groups and schools are important settings for health promotion, after all these are the places where we live, work and play. Communities should be able to contribute to discussion and participate in the setting of health policies. Our schools also need to places that promote health among our young

Non-government organizations (NGOs) play a crucial role in the health of people . For example, many organizations such as universities conduct health research into the prevention, detection, and treatment of disease. While other NGOs contribute in various ways, including raising funds for research, running educational and health promotion programs, providing support services and coordinating voluntary care.

Government

All levels of government are responsible for promoting better health . The Commonwealth Government is responsible for planning long-term programs that address people health priorities.

international Organizations e.g. WHO. The World Health Organization is a specialized agency of the United Nations that acts as the coordinating authority on international public health issues. It provides leadership on global health concerns, monitors disease outbreaks, assesses the performance of health systems around the world and promotes health research .

Health promotion specialist

Health promotion staff work at a number of levels

1- face to face contact with individuals

2-groups and communities

3-strategic work such as policy development.

The work is much more than simply advising or persuading individuals to make lifestyle changes

Working place

Health promotion specialists work in a range of locations

1- communities

2-health centers

3- local authority buildings

4- hospitals

5-offices

6- sports and fitness centers

Health promotion specialists characterize by :

- 1-have excellent communication and negotiation skills •
- 2-be caring and empathetic •
- 3-be understanding, supportive and non-judgmental •
- 4-have the ability to focus on the needs and issues of individual people, their communities and cultures •
- 5-be able to reflect on their actions and motivations and think outside of orthodox, safe ways of working •

Global strategy of health promotion

- A-empowering people by providing the latest health information •
- B- strengthening local system of PHC •
- C- improving education and training in HP •
- D- applying science and technology in critical health problem •
- E-using new approaches to resistant problems like violence •
- F- providing culturally appropriate assistance to the least developed countries •