



# HEALTH PROMOTION

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*What is Health Promotion all about?*



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- It is the process of enabling people to increase control over and improve their health. (Ottawa H.P. Charter).
- It is a process which empowers families and communities to improve their quality of life, and achieve and maintain health and wellness.
- It emphasizes not only prevention of disease but the promotion of positive good health.



# What is Health Promotion all about?

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- It is a positive concept emphasizing personal, social, political and institutional resources, as well as physical capacities.
- Health promotion is any combination of health, education, economic, political, spiritual or organizational initiative designed to bring about positive attitudinal, behavioral, social or environmental changes conducive to improving the health of populations.



# What is Health Promotion all about?

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- Health promotion is directed towards action on the determinants or causes of health
- Health promotion, therefore, requires a close co-operation of sectors beyond health services, reflecting the diversity of conditions which influence health.
- Government at both local and national levels has a unique responsibility to act appropriately and in a timely way to ensure that the 'total' environment, which is beyond the control of individuals and groups, is conducive to health.



# Definitions of health promotion

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- "Any combination of health education and related organizational, economic and political interventions designed to facilitate behavioral and environmental changes conducive to health". (Green LW 1979)
- "Health promotion is the science and art of helping people change their lifestyle to move toward a state of optimal health. Optimal health is defined as a balance of physical, emotional, social, spiritual, and intellectual health. Lifestyle change can be facilitated through a combination of efforts to enhance awareness, change behavior and create environments that support good health practices. Of the three, supportive environments will probably have the greatest impact in producing lasting change". (*American Journal of Health Promotion, 1989,3,3,5*)



# **PRINCIPLES OF HEALTH PROMOTION**

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**The key principles of health promotion as determined by WHO are as follows:**

- **Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.**



# PRINCIPLES OF HEALTH PROMOTION

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# PRINCIPLES OF HEALTH PROMOTION

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- Health promotion aims particularly at effective and concrete public participation. This requires the further development of problem-defining and decision-making life skills, both individually and collectively, and the promotion of effective participation mechanisms.



# PRINCIPLES OF HEALTH PROMOTION

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- Health promotion combines diverse, but complementary methods or approaches including communication, education, legislation, fiscal measures, organisational change, community change, community development and spontaneous local activities against health hazards.



# **PRINCIPLES OF HEALTH PROMOTION**

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- **Health promotion is primarily a societal and political venture and not medical service, although health professionals have an important role in advocating and enabling health promotion.**



# Health Promotion includes ...

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- Promoting healthy lifestyles.
- Getting people involved in their own health care.
- Creating an environment that makes it possible to live a healthy life.
- Recognition of lifestyle diseases as major causes of illness and death.
- Strengthening community participation.



# Examples of preventable health problems related to lifestyle

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- Chronic non-communicable diseases such as diabetes and hypertension. These are major causes of illness and death. They are related to...
  - Overweight and obesity.
  - Unhealthy diet.
  - Insufficient physical activity.
- HIV/AIDS is related to unsafe sexual lifestyle, and causes many deaths.



# Intersectoral approach

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Health Promotion brings together many sectors to work towards the achievement and maintenance of health and wellness.

- The Health sector alone cannot achieve a healthy society.
- All sectors, both government and non-government, need to work together.
- Health Promotion can provide the link between the various sectors.
- Within Health the various disciplines also need to work together towards wellness.



# Some non-health sectors with an input into Health Promotion...

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- Education/ schools
- Agriculture
- Community Services
- Sport
- Media
- Non-Governmental Organizations (NGO's)
- Community groups
- Youth
- Private sector



# Health sectors with an input into Health Promotion

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- Environmental Health
- Nutrition
- Community nursing
- Mental Health
- Dental
- Epidemiology
- Hospital (secondary) care
- School of Nursing
- Occupational therapy



# Some other sectors which are important

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- Legal
- Public Works
- Housing
- Water Authority
- GIU
- Christian Council
- Alternative medicine



# Formulating healthy public policy

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- Promotes healthy policies in all sectors , eg healthy workplaces, schools, homes, buildings, villages and communities.
- Health aspect should be thought of and included in the policies of the various sectors.
- Health Policies should also emphasize the prevention and promotion.

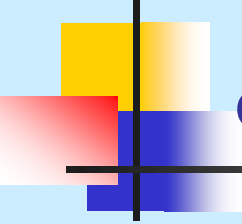


# Reorienting health services

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Since lifestyle is linked to many of today's health problems, prevention and promotion should decrease the burden on secondary (curative) health care.

- Greater emphasis and resources placed on health promotion and primary health care.
- Less emphasis on purchase of high tech equipment for secondary health care.
- Equity in health care.



# Empowering communities to achieve well-being

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- Involvement of the community in health decisions, a multisectoral and participatory approach.
- Provide communities with the information and tools to take actions to improve health and well-being.



# Creating supportive environments

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- Healthy physical, social and economic environment.
- All development activities should aim for a healthy environment – healthy buildings, roads, workplaces, homes, surroundings and schools.



# Developing /increasing personal health skills

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- Information and education for personal and family health.
- Take account of values, beliefs and customs of the community.
- Continuous process at all stages of life.
- Guided and supported in developing skills (not imposed on them).
- Build on existing knowledge and attitudes.



# Building alliances with special emphasis on the media

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- Media key players, influence on health of people.
- Partnership with media ensures their collaboration and that correct information is passed on.
- Free flow of information both ways, on matters vital to health.

# IMPORTANT AREAS FOR CONSIDERATION IN HEALTH PROMOTION

