

WHAT IS HEALTH PROMOTION?

EN-SN Conversion Course
JOSEF TRAPANI



DEFINITION OF HEALTH

- ◆ Health is a state of complete *physical, mental and social* well-being, and not merely the absence of disease or infirmity.
 - WHO Constitution, 1948
- ◆ Also *emotional, sexual and spiritual* well-being
- ◆ Health is a resource for everyday life not the object for living

PREREQUISITES FOR HEALTH

- ◆ Peace
- ◆ Social justice
- ◆ Shelter
- ◆ Education
- ◆ Food and water
- ◆ Adequate Income
- ◆ Stable eco-system
- ◆ Useful role in society

HEALTH PROMOTION

- ◆ Helping people improve their health
- ◆ Making healthy choices easy
- ◆ Health Promotion is the process of enabling people to increase control over, and to improve, their health.

Ottawa Charter for Health Promotion,
WHO, 1986

CHARACTERISTICS

- ◆ Process of enabling people to increase control over the *determinants* of health
- ◆ Participation is essential to sustain health promotion
- ◆ Health professional gives away some of his/her ownership

COMPONENTS OF HEALTH PROMOTION

- ◆ Social and political process
- ◆ Actions directed at strengthening skills and capabilities of individuals
- ◆ Actions directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health

HEALTH PROMOTION

INDIVIDUALIST APPROACH



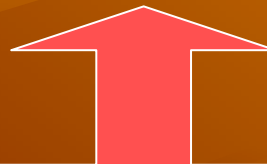
- Transfer of Knowledge/skills
- Lifestyle changes

STRUCTURAL APPROACH



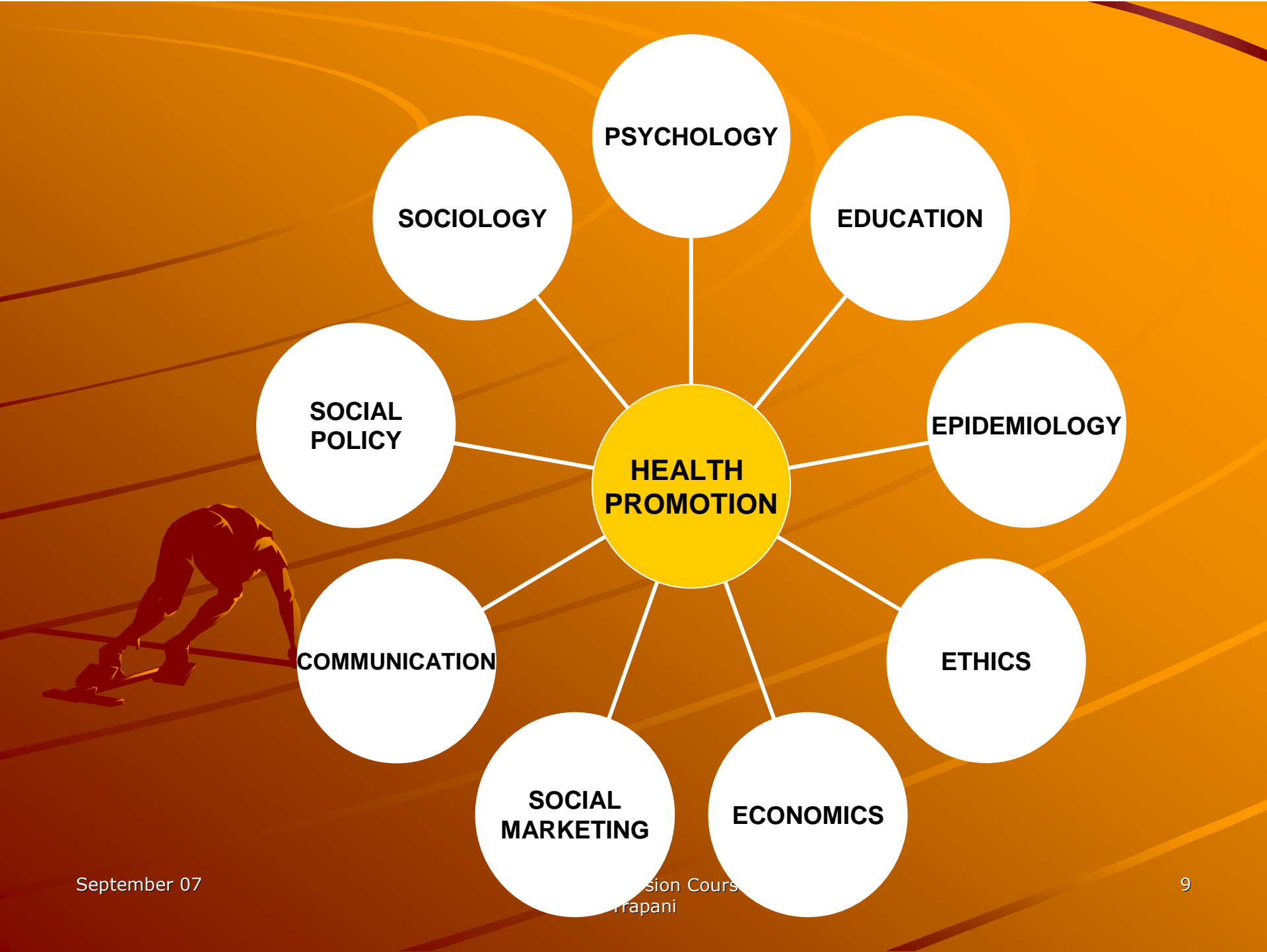
- Fiscal Action
- Legislation

HEALTH PROTECTION



PRINCIPLES OF HEALTH PROMOTION

- ◆ Involves **whole populations** not just risk groups
- ◆ Aims at an **equal access** to health prerequisites
- ◆ Directed towards the **actions or causes or determinants** of health
- ◆ Respecting the individual's **choice**
- ◆ Combines **diverse but complementary** methods or approaches
- ◆ Aims at concrete **public participation**
- ◆ The **role of health professionals** (particularly those in PHC) have a very important role in HP



PUBLIC HEALTH AND HEALTH PROMOTION – ORIGINS AND DEVELOPMENTS

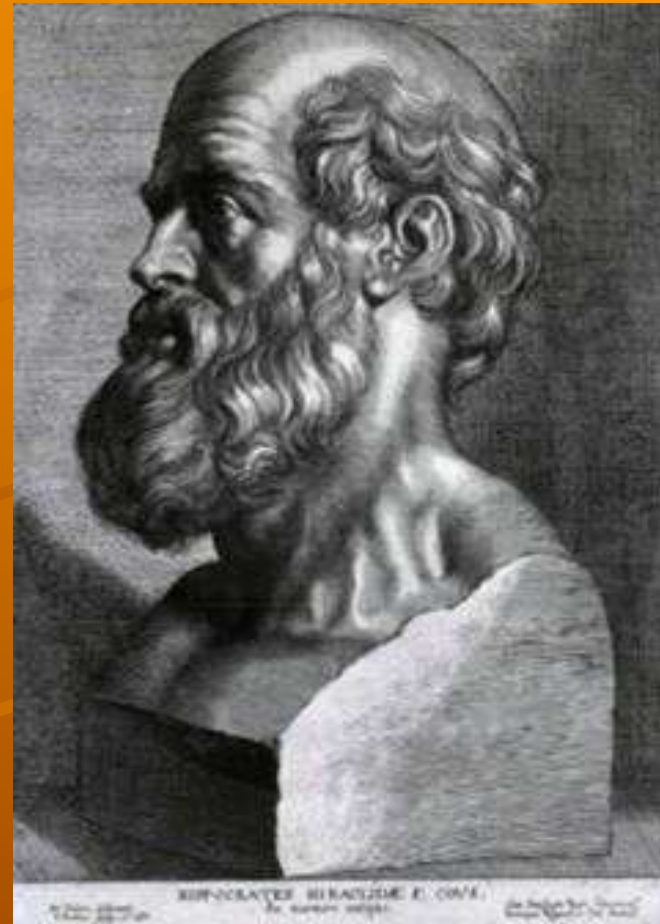


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THE GREEK ERA

HIPPOCRATES (460 – 377 BC)

- ✦ Believed that the body must be treated as a whole not as a series of parts
- ✦ Argued that disease was not a punishment from the gods but the product of environmental factors, diet and living habits



THE ROMAN ERA

- ◆ Importance of personal hygiene



- ◆ Concept of transfer of diseases from person to person (e.g. Regulation of prostitution)
- ◆ Physical (and social) isolation of lepers

THE MIDDLE AGES

- ◆ Setting up of birth and death registration in the UK.
- ◆ Devastating effects of the plague
 - Establishment of lazarettos
 - Formulation of quarantine laws
- ◆ 1851 – First International Sanitary Conference to discuss measures against re-introduction of plague to Europe

MODERN PUBLIC HEALTH

✦ 'The Sanitary Conditions of the Labouring Population'

- Published by Sir Edwin Chadwick, 1842
- Relationship between poverty and ill health
- Sickness as a result of bad sanitation, filth and poor ventilation at home and at work

✦ Public Health Legislation

- First registered health visitors...visited people within their own environment

JOHN SNOW AND THE BROAD STREET PUMP

- ✦ 1854 – Cholera epidemic in London
- ✦ Mapped cases and observed that most of them concentrated around a pump in Broad Street, Soho
- ✦ Convinced authorities to remove pump handle
- ✦ Well below pump was close to sewage outlet into the river Thames
- ✦ Founding of Epidemiology



THE NIGHTINGALE CONNECTION

- ✦ Situation at Crimean War hospitals
- ✦ More than 90% of soldier deaths were due to poor living conditions in hospital rather than battle wounds
- ✦ **“I look forward to the day when there are no nurses of the sick, only nurses of the well” (Nightingale, 1891)**



MEDICALISATION OF PUBLIC HEALTH

- ✦ Shift of attention from environmental factors affecting health to treatment of disease
- ✦ Technological advances and microbiological discoveries strengthened the biomedical approach to health

THE BIRTH OF WHO

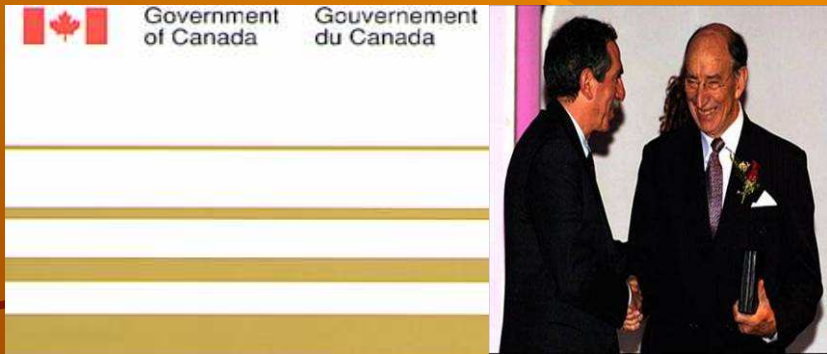


- ✦ Setting up of the UN in the immediate post WW II period
- ✦ Setting up of the World Health Organisation
 - International standardisation of diseases
 - International committees for co-ordinating and disseminating knowledge
 - Sponsorship of research
 - Organisation of Mass Campaigns
 - Promoting a permanent infrastructure for Public Health

Public Health is a
very old discipline
but was
standardised only
after World War II



LALONDE'S NEW PERSPECTIVE



A NEW PERSPECTIVE ON THE HEALTH OF CANADIANS

a working document

Marc Lalonde

Minister of National Health and Welfare

- Health promotion appeared as a term and a concept for the first time
- Significant reductions in morbidity and early deaths from improvements in both environment (structural approach) and behaviour (lifestyle approach)
- Shifting of emphasis from treatment to prevention of illness and eventually to the promotion of health

THE HEALTH FIELD CONCEPT

All causes for death and disease attributable to four discrete and distinct elements:

- ◆ Inadequacies in current health care provision
- ◆ Lifestyle or behavioural factors
- ◆ Environmental pollution
- ◆ Physical characteristics

M. Lalonde (1974)



- 
- ◆ Reflected increasing sentiments against the medical model of health
 - ◆ Followed by various international initiatives, especially by **WHO**


LAUNCHING OF PHC



- ✦ Alma-Ata in Kazakhstan (former USSR), September 1978
- ✦ Representatives from 134 countries, 67 international organisations and many NGOs
- ✦ First common policy for WHO member states

HEALTH FOR ALL

- ✦ Main global social target: “the attainment by all peoples of the world by the year 2000 of a level of health that will permit them to lead a socially and economically productive life.”

- 
- ✦ This can be achieved by
 - Primary health care
 - Community Participation
 - Multi-sectorial participation

FORMAL LAUNCH OF HEALTH PROMOTION

✦ 1984 – WHO (Europe) launched its formal programme of health promotion based on the twin supporting themes / pillars:

- The structuralist approach
- The lifestyle approach

✦ 1986 – First International Health Promotion Conference in Ottawa, Canada

THE OTTAWA CHARTER (1986)

Five principal areas of action:

- Building healthy public policy
- Creating supportive environments
- Strengthening community action
- Developing personal skills
- Reorienting health services



ADELAIDE, AUSTRALIA

APRIL 1988



SUNDSVALL, SWEDEN

JUNE 1991



JAKARTA, INDONESIA

JULY 1997



MEXICO CITY JUNE 2000



THE BANGKOK CHARTER (2005)

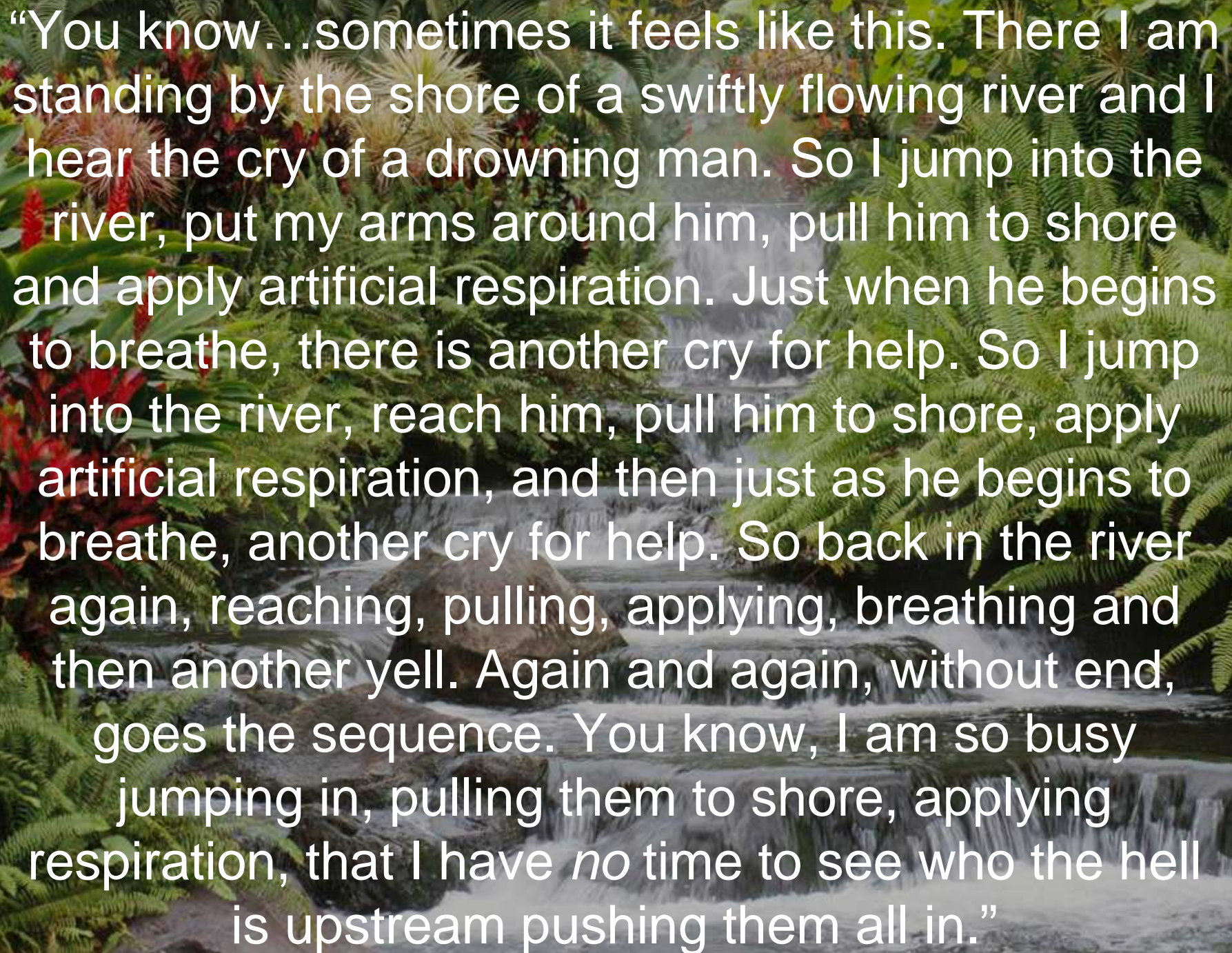


Critical factors that now influence health:

- ✦ increasing inequalities within and between countries
- ✦ new patterns of consumption & communication
- ✦ commercialization
- ✦ global environmental change
- ✦ urbanization

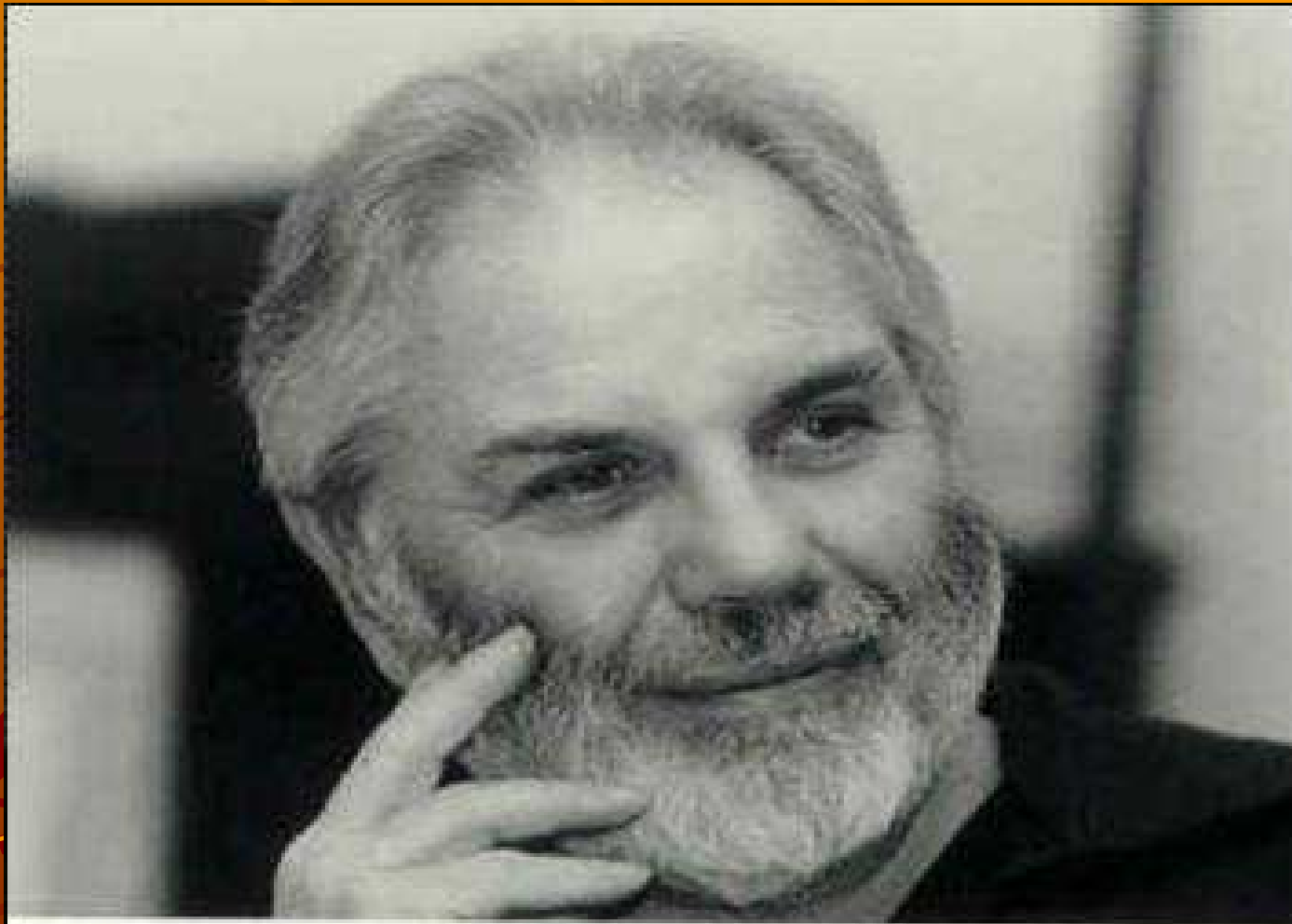
MILLENNIUM DEVELOPMENT GOALS

- ◆ Eradicate extreme poverty
- ◆ Achieve universal primary education
- ◆ Promote gender equality and empower women
- ◆ Reduce child mortality
- ◆ Improve mental health
- ◆ Combat HIV/AIDS, malaria and other diseases
- ◆ Ensure environmental sustainability
- ◆ Develop a global partnership for development

A lush tropical waterfall scene with ferns and red flowers. The waterfall flows over rocks, surrounded by dense green foliage and vibrant red flowers. The scene is captured in a slightly blurred, artistic style.

“You know...sometimes it feels like this. There I am standing by the shore of a swiftly flowing river and I hear the cry of a drowning man. So I jump into the river, put my arms around him, pull him to shore and apply artificial respiration. Just when he begins to breathe, there is another cry for help. So I jump into the river, reach him, pull him to shore, apply artificial respiration, and then just as he begins to breathe, another cry for help. So back in the river again, reaching, pulling, applying, breathing and then another yell. Again and again, without end, goes the sequence. You know, I am so busy jumping in, pulling them to shore, applying respiration, that I have *no* time to see who the hell is upstream pushing them all in.”

Irving Zola cited in McKinlay (1974)



Irving Kenneth Zola
1935-1994