

EN – SN CONVERSION COURSE 22
PRIMARY HEALTH MODULE
HEALTH PROMOTION
September – December 2010

INTRODUCTION

Health promotion is the process of enabling people to increase control over, and to improve their health (WHO, 1986).

Health promotion represents a comprehensive social and political process; it not only embraces actions directed at strengthening the skills and capabilities of individuals, but also action directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health. Health promotion is the process of enabling people to increase control over the *determinants of health* and thereby improve their *health*.

Participation is essential to sustain health promotion action.

[Excerpted from the *Ottawa Charter for Health Promotion* (WHO, 1986)]

AIM AND OBJECTIVES

The overall **aim** of this study unit is to introduce participants to the discipline of health promotion and its relevance to health professionals. More specific **objectives** include:

- To discuss the major principles of health promotion
- To introduce various approaches to health promotion
- To outline the development of health promotion throughout the years
- To introduce a number of theories and models related to health behaviour and health promotion
- To discuss the relevance of sociological findings to health promotion
- To discuss the role of mass media in health promotion
- To apply the theories of communication and social marketing to the practice of health promotion
- To practice the planning of a health promotion intervention

COURSE OUTLINE

Session	Topic	Main points
1. 12.10.2010 10am – 12 pm	What is health promotion?	<ul style="list-style-type: none"> • Exploring the meaning of health, health education and health promotion • Brief overview of the development of public health along the years and the emergence of health promotion as a discipline. • Main principles and values of health promotion
2. 26.10.2010 1 – 3 pm	(i) Planning a Health promotion intervention (ii) Approaches to Health Promotion	<ul style="list-style-type: none"> • The importance of planning in health promotion. • The stages involved in planning a health promotion programme • Comparison of five frequently used approaches in health promotion practice
3. 12.11.2010 10am – 12 pm	Theories supportive to health promotion	<ul style="list-style-type: none"> • Prerequisites for behaviour change • The application of the Health Belief Model and the Stages of Change Theory to health promotion • Model for facilitating decision making
4. 16.11.2010 1 – 3 pm	Selling health promotion	<ul style="list-style-type: none"> • An application of theories of communication and social marketing to health promotion. • Discussion on the use of mass media in health promotion.
5. 10.12.2010 10 am – 3 pm	Health promotion in practice	<ul style="list-style-type: none"> • Presentation about health promoting interventions by each group, each followed by questions and discussions.

Please regularly check www.vincosaliba.com for any changes / updates about the dates / venues of each session.

ASSESSMENT: Planning a Hypothetical Health Promotion Intervention / Programme

The **aim** of this project is to apply some of the principles, models and/or theories of health promotion to practice. Due to time constraints, students need not actually carry out the intervention they are planning but will be assessed on the way they are *planning* it and the way they *propose* to carry it out and evaluate it.

Students will be working in groups. The assessment will consist of two components:

1. A presentation of NOT MORE THAN **30 minutes**, about 7 – 10 minutes of which will be devoted to questions from the audience and discussion
2. A written assignment of NOT MORE THAN **2,000 words** describing the various components of the project

Time-line for Project

Monday 18th October 2010	Latest date for submission of subject and setting for health promotion programme - to be sent by email to josef.trapani@um.edu.mt Not more than two groups can choose the same subject and this will be determined on a first come first served basis. A list of possible topics is presented below.
Friday 10th December 2010	Seminar with presentations by each group
Wednesday 15th December 2010	Deadline for submission of assignments

Guidelines for Planning the Health Promotion Programme

1. Choose a **subject / health related behaviour** about which you want to carry out a health promotion programme and the **setting** in which you want to carry it out (e.g. schools, communities, workplaces, hospital). You may choose one of the topics / health related behaviours shown below or any other topic:

- Tobacco smoking
- Alcohol misuse
- Abuse of illegal substances
- Consumption of a food items high in cholesterol
- Over speeding
- Driving under the influence of alcohol
- Driving without using a seatbelt / crash-helmet
- Sexually transmitted infections
- Exposure to excessive ultraviolet radiation from the sun
- Use of preventive services, e.g. immunisation, mammography, glaucoma screening
- Promotion of breast feeding
- Encouraging regular physical activity
- Introducing a healthy breakfast as part of the daily routine
- Reducing salt intake in food
- Promotion of breast/testicular self examination

2. Carry out a **small literature review** about why the subject is a relevant health promotion issue, e.g. its effect on the health of individuals and/or communities, the frequency of the health related behaviour and its effects. [The National Statistics Office and their website www.nso.gov.mt may be helpful in this regard].
3. Decide exactly what you want to carry out → **Aim and objectives**.
4. As a group make a list of the possible ways you can use to achieve your objectives and then decide which **method** is the best.
5. Identify the **resources** you need to carry out the project.
6. Ask yourselves: “How will we know if we are succeeding?” Think of ways to **evaluate** whether your objectives are being reached.
7. Make an action plan of what the health promotion activity will actually include...who will do what and by when?
8. Prepare a presentation and written assignment describing the main points outlined above. The presentation should include any audio-visual material you plan to be used in the project. Also, try to back up your project by referring to the principles/approaches/theories of health promotion.

Other Points

- Projects will be judged as a team effort. All members of each group will be awarded the same mark. Try to distribute work as evenly as possible between group members. Any difficulties in this regard should be discussed with me immediately.
- You are welcome to contact me by email on josef.trapani@um.edu.mt to discuss any issue related to the project. You may also send ONE draft of your project for feedback.
- To enhance this learning experience, please make your material accessible to other groups.
- **MOST IMPORTANTLY: BE CREATIVE!!**

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REFERENCE MATERIAL (*available at the MDH library or online*):

Aggleton, P. (1992). *Health*. London: Routledge.

Bunton, R. & Macdonald, G. (eds.) (1991). *Health Promotion: Disciplines, diversity and developments*. London: Routledge.

Downie, R.S., Gyfe, C. & Tannahill, A. (1992). *Health Promotion Models and Values*. New York: Oxford University Press.

Ewles, L. & Simnett, I. (2003). *Promoting Health: A practical guide*. 5th Edition. Edinburgh: Ballière Tindalle.

Kemm, J. & Close, A. (1995). *Health Promotion: Theory and Practice*. London: Macmillan.

Lalonde, M. (1974). *A New Perspective on the Health of Canadians*. Ottawa: Ministry for Supply and Services – available online on: http://www.hc-sc.gc.ca/hcs-sss/alt_formats/hpb-dgps/pdf/pubs/1974-lalonde/lalonde_e.pdf

Naidoo, J. & Wills, J. (2000). *Health Promotion: Foundations for Practice*. 2nd Edition. Edinburgh: Ballière Tindall.

Naidoo J. & Wills J. (2005). *Public Health and Health Promotion: Developing Practice*. Edinburgh: Ballière Tindall.

Pike, S. & Forster, D. (1995). *Health Promotion for All*. New York: Churchill Livingstone.

Seedhouse, D. (1988). *Ethics: The Art of Health Care*. Chichester: Wiley.

Tones, K. & Green, J. (2004). *Health Promotion: Planning and Strategies*. London: Sage.

Tones, K., Tilford, S. & Robinson, Y. (1994). *Health Education: Effectiveness, Efficiency and Equity*. London: Chapman and Hall.

World Health Organisation (WHO) (1986). *The Ottawa Charter for Health Promotion*. Geneva: WHO – available online from: <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/print.html>

WHO (1998). *Health Promotion Glossary*. Geneva: WHO – available online from: http://whqlibdoc.who.int/hq/1998/WHO_HPR_HEP_98.1.pdf

Other Useful Internet websites

WHO Health Promotion Website

<http://www.who.int/healthpromotion/en/>

Health Promotion International Conferences

<http://www.who.int/healthpromotion/conferences/en/>

Health Promotion Glossary of Terms

http://whqlibdoc.who.int/hq/1998/WHO_HPR_HEP_98.1.pdf

Health Promotion Bookmarks/Hotlinks

<http://www.web.net/~stirling/>

Health Promotion Department (Malta)

<http://www.sahha.gov.mt/pages.aspx?page=26>

Alma-Ata Declaration

http://www.paho.org/English/DD/PIN/alma-ata_declaration.htm