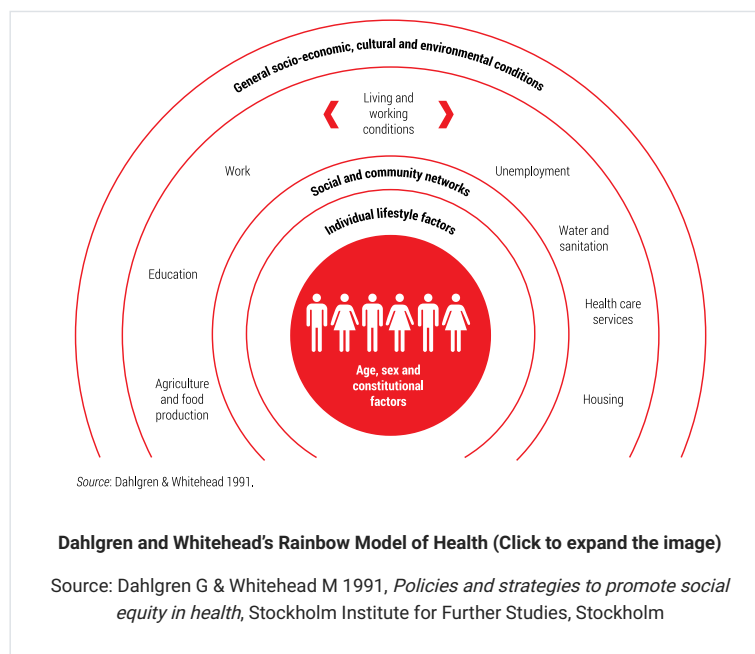


Topic 3: Health promotion

Introduction

In this topic we will focus on the third P of public health core functions, health promotion. As you will see, there are clear overlaps between health protection, disease prevention and health promotion. Look out for what is distinctive about health promotion – its goals, stages of intervention, principles and strategies. To begin this topic, refer back to the TEDx talk by Dr Yach in Topic 2 where he discusses the importance of disease prevention at a global level and the need to rethink our current approach to health and wellbeing, to focus on upstream prevention as opposed to downstream treatment.

Health promotion is a diverse field of practice, and is concerned with populations, rather than the prevention of disease among individuals. In essence, health promotion is about addressing the wider determinants of health and wellbeing in order to create healthy communities/societies. Dahlgren and Whitehead's model of the social determinants of health, which we introduced in Week 1, illustrates the layers of influence of different determinants of health on people's lives working from individual level out to the level of populations. We will be exploring each of these layers of determinants in more depth in Week 4.



Health promotion is concerned with the three outer layers of this model: general socio-economic, cultural and environmental conditions, living and working conditions and social and community networks. This is because it is impossible to improve the health of vast numbers of people by working with them one by one by one. The health system just doesn't have the resources to do that. Health promotion is about working on the causes of the causes of poor health – in other words, the determinants. The model has stood the test of time because people from different sectors find it easy to understand.

Global health promotion

As we learned in Week 1, the World Health Organization has driven developments in health promotion through global health promotion conferences held around the world starting in Ottawa in 1986.

The original definition of health promotion came from the Ottawa Charter (1986); however, it was updated in 2005, in the Bangkok Charter, to include the determinants of health which rose to prominence in the 2000s. The most commonly used definition of health promotion today emerged from the Bangkok Charter:

Health promotion is the process of enabling people to increase control over their health and its determinants, and thereby improve their health.

(WHO 2005)

Subsequent WHO global health promotion conferences in Adelaide, Mexico, Bangkok, Nairobi and most recently in Shanghai have produced consensus documents that have added more principles for health promotion practice. For example, the Shanghai Declaration (2016) recognises health and wellbeing as essential to achieving sustainable development. It calls for bold political interventions and offers four pathways to accelerate country action including:

1. good governance,
2. healthy cities,
3. health literacy and
4. social mobilisation.

This new declaration acknowledges how we are now faced with a new global context for health promotion:

People's health can no longer be separated from the health of the planet and economic growth alone does not guarantee improvement in a population's health.

(WHO, 2016)

Given this, the Shanghai Declaration seeks to enhance understanding of the transformative potential of health promotion for sustainable development by identifying 20 steps that governments can undertake. These 20 steps are organised around three main pillars:

Click on the below headings to reveal further information.

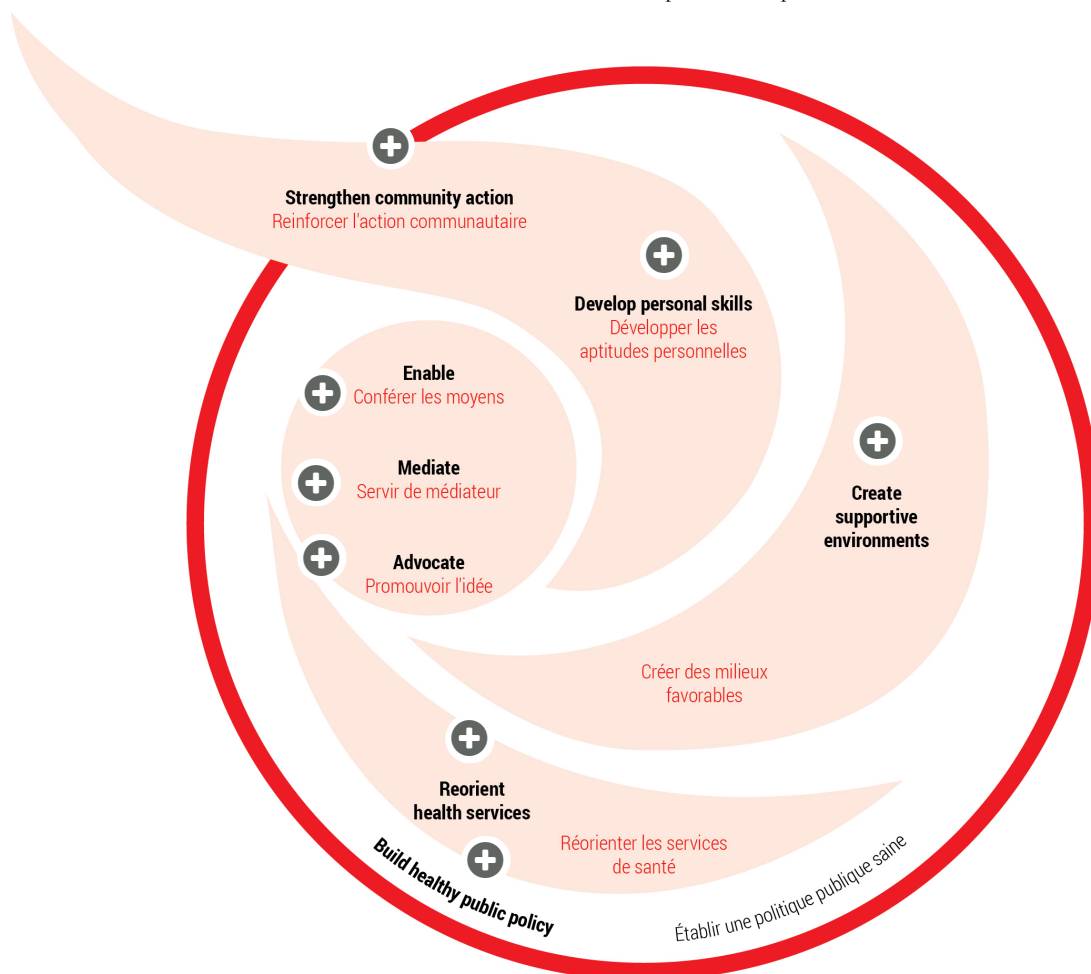
- › **Transforming policy orientation**
- › **Creating the political will to act**
- › **Building capacity for transformative governance**

The Ottawa Charter

Health promotion emerged in the early 1980s in response to rising rates of poor health and people's needs for support to sustain and improve their health. It has evolved since then to focus on promoting equity through system changes (Keleher & MacDougall 2016). The now-famous Ottawa Charter provided a strong, directive framework to foster further action. It is still considered one of the most important documents in health promotion and provides a framework for the work of health promotion professionals.

The Ottawa Charter for Health Promotion is a framework that has captured health promotion practitioners around the world. It is a framework and its principles have stood the test of time because they work. Click on the plus signs in the interactivity below to reveal further information.





The evidence is now clear that comprehensive approaches to health promotion is the most effective. That is, combining two or more of the action areas are more effective than a single-track approach.

An introduction to health promotion and the Ottawa Charter [5:46 mins]

Watch the following video which was produced by Let's Learn Public Health. This video uses animations to define health, health promotion, history of health promotion, and the Ottawa Charter.



It was also in the Ottawa Charter that the importance of settings-based health promotion was highlighted:



Health is created and lived by people within the settings of their everyday life; where they learn, work, play, and love.

The Ottawa Charter 1986.

In Week 4 we will explore setting-based health promotion in more depth.

Health promotion principles into practice

Increased investment in health promotion – rather than in health care – is considered to be a key strategy for countries to improve population health. Australia spends considerably less than most OECD countries (less than 1.5 per cent of the total health budget) on health promotion and disease prevention (Jackson & Shiell 2017, p. 6). The Australian Health Promotion Association (one of many organisations working in health promotion) has called on the government to increase this investment. They have produced the below campaign to demonstrate the value of investing in health promotion strategies.



So, we have covered the key principles of health promotion, the history behind these principles and a couple of key types of health promotion initiative. But what does health promotion in practice look like? Health promotion in practice involves identifying community needs, planning, implementation and evaluation. Health Promotion Strategy and Practice PHE5PSP will provide you with a strong grounding in the key practice aspects.

Case study: This Girl Can – Victoria

This Girl Can – Victoria celebrates everyday women giving it a go and getting active, no matter how well they do it. The campaign is based on Sport England's highly successful This Girl Can, which has inspired more than 3.9 million women in England to get active.

While women know the health benefits that come from physical activity, there are major barriers that stop them from being more active. VicHealth research in 2016 revealed that fear of judgement stopped many women from exercising. In fact, 52 per cent of Victorian women worried about being judged while exercising, while 41 per cent said this fear was so bad it stopped them from getting active.

Armed with this insight, VicHealth launched This Girl Can – Victoria in 2018 to motivate and empower women to be active, and to influence policies and the places where women go to be active so they feel welcome, included and supported.



This Girl Can – Victoria is more than a physical activity campaign. It's about empowering women to feel comfortable in their bodies and in public spaces. And it's about women getting active whenever, wherever and however they choose – without worrying about being judged.

This Girl Can [1:00 mins]

Watch the ad for 'This Girl Can' here:



This Girl Can – Victoria features the voices and stories of everyday women being active in their own way. There are no models or actors in the campaign. In its first year, This Girl Can – Victoria inspired more than 285 000 Victorian women to be more active. That represents one in seven women across the state.

This Girl Can – Victoria has generated a highly committed supporter community. More than 900 organisations around the state are connecting with the message, using campaign materials and working towards providing activities and facilities that make it easier for women to be active. More than three-quarters of women who have seen the campaign believe it helps women feel confident in getting active, with 17 per cent starting a new sport or physical activity or returning to exercise after taking a break.



Required reading

The following readings will expand on and reinforce your understanding about health promotion.

Talbot & Verrinder (2018) cover the core principles and values of health promotion in chapter 2, pp. 48–52.

- Talbot, L & Verrinder, G 2018, [Promoting health: The primary health care approach](#), Elsevier, Chatswood.

Thompson et al. (2018) explores the origins of the Ottawa Charter, its action areas and its relevance and value in guiding health promotion practice going forwards. The article also explores the influence of the Ottawa Charter on health policy in the UK.

- Thompson, S, Watson, M & Tilford, S 2018, 'The Ottawa Charter 30 years on: still an important standard for health promotion', [International Journal of Health Promotion and Education](#), vol. 56, no. 2, pp. 73-84

Recommended reading

The information sheet from the 'This Girl Can' campaign is available here:

- VicHealth, [Helping women and girls get active: This Girl Can – Victoria](#)

To further explore health promotion practice and the application of the Ottawa Charter to program design read these articles.

- Chapter 6 in: Talbot, L & Verrinder, G 2018, [Promoting health: The primary health care approach](#), Elsevier, Chatswood.



- Fry, D & Zask, A 2017, 'Applying the Ottawa Charter to inform health promotion programme design', [Health Promotion International](#), vol. 32, no. 5, pp. 901–912.



Activity: Identify possible health interventions

In Topic 2 you were asked to create an infographic to demonstrate the different levels of disease prevention in relation to one of the following public health issues: cervical cancer, heart disease, COVID-19, thunderstorm asthma, obesity, diabetes. You will use the same health issue for this activity.

For this activity, you are required to identify possible health interventions for each of the action areas within the Ottawa Charter for Health Promotion. You can use the provided template to support your thinking. Upload your completed activity on the class discussion board.

Health issue:

Action areas

Suggested interventions and actions

Re-orient health services

Build personal skills

Create supportive environments

Strengthen community action

Build healthy public policy

Strategies

Mediate

Advocate

Enable

Guidelines

This activity is not graded but is an essential part of your learning. Your submission will be reviewed by your tutor, though you may not receive specific feedback.

Trouble viewing this page? Go to our diagnostics page to see what's wrong.

LTU + 1814D

Share

2023 PHE5PUH T2 Week 2, Topic 3: Identify possible health interventions

In Topic 2 you were asked to create an infographic to demonstrate the different levels of disease prevention in relation to one of the following public health issues: cervical cancer, heart disease, COVID-19, thunderstorm asthma, obesity, diabetes. You will use the same health issue for this activity. For this activity, you are required to identify possible health interventions for each of the action areas within the Ottawa Charter for Health Promotion. You can use the provided template to support your thinking. Upload your completed activity on the class discussion board.

Empty

Anonymous 14d

Health issue: Cardiovascular Disease	
Action area	Suggested interventions and actions
Build healthy personal skills	Implementations and increased access to the public for health services Assessment and case management Early education on disease/illness prevention, healthy diet, exercise, and education on tobacco/alcohol risks Individual and community risk and protective health literacy to reduce disease risk and burden whilst increasing individual ability of access for informed decision-making
Create supportive environment	Improve living conditions by increasing equity and access to facilities and health services. Provision of parks and facilities for community access.
Strengthen community	Provision of healthy school canteens, exercise groups and opportunities for community participation

DOCX

Made with :Padlet

Last modified: Thursday, 16 March 2023, 10:10 AM