



Tishk
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Health Promotion

4th Year

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Introduction to Health Promotion

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Topic . No.1

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Outlines

- **Definition**
- **Goals of Health promotion**
- **History of health promotion**
- **Principles of health promotion**

Health promotion

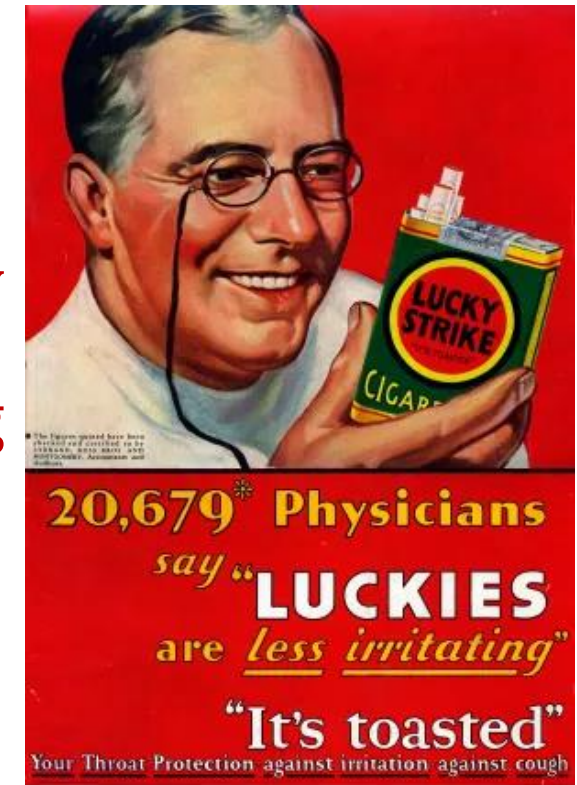
Health promotion It is the science aiming at reaching optimal (perfect) health. All activities aiming at increasing well-being, prevention of disease and health hazards, or control of disease are included under health promotion.



Example of HP: A popular example of successful health promotion is the warning label that now exists on cigarettes.



Historically, cigarettes were considered socially acceptable, and commonly sold without any warning about the risk to the health of the user.



History of Health promotion

‘Health Promotion’ as a term was used for the first time by **Marc Lalonde** in 1974 and quickly became an umbrella term for a wide range of strategies designed to tackle the wider determinants of health.

After reviewing the evidence, **the Lalonde Report** suggested that health care services were not the most important determinant of health and there were four “health fields”—**lifestyle, environment, health care organization, human biology** and that major improvements in health would result primarily from improvements in lifestyle, environment and our knowledge of human biology

Goals of health promotion

1. Increase Awareness
2. Improve Health
3. Prevent Disease
4. Motivate Patients to take control of their health
5. Decrease Complications

THE HEALTH PROMOTION ICEBERG

Disease



Lifestyle risk factors



Daily living conditions
such as housing, employment, social support, crime & safety



Economic and social structures – local, regional, national and global power & wealth distribution, fiscal policy, gender & class

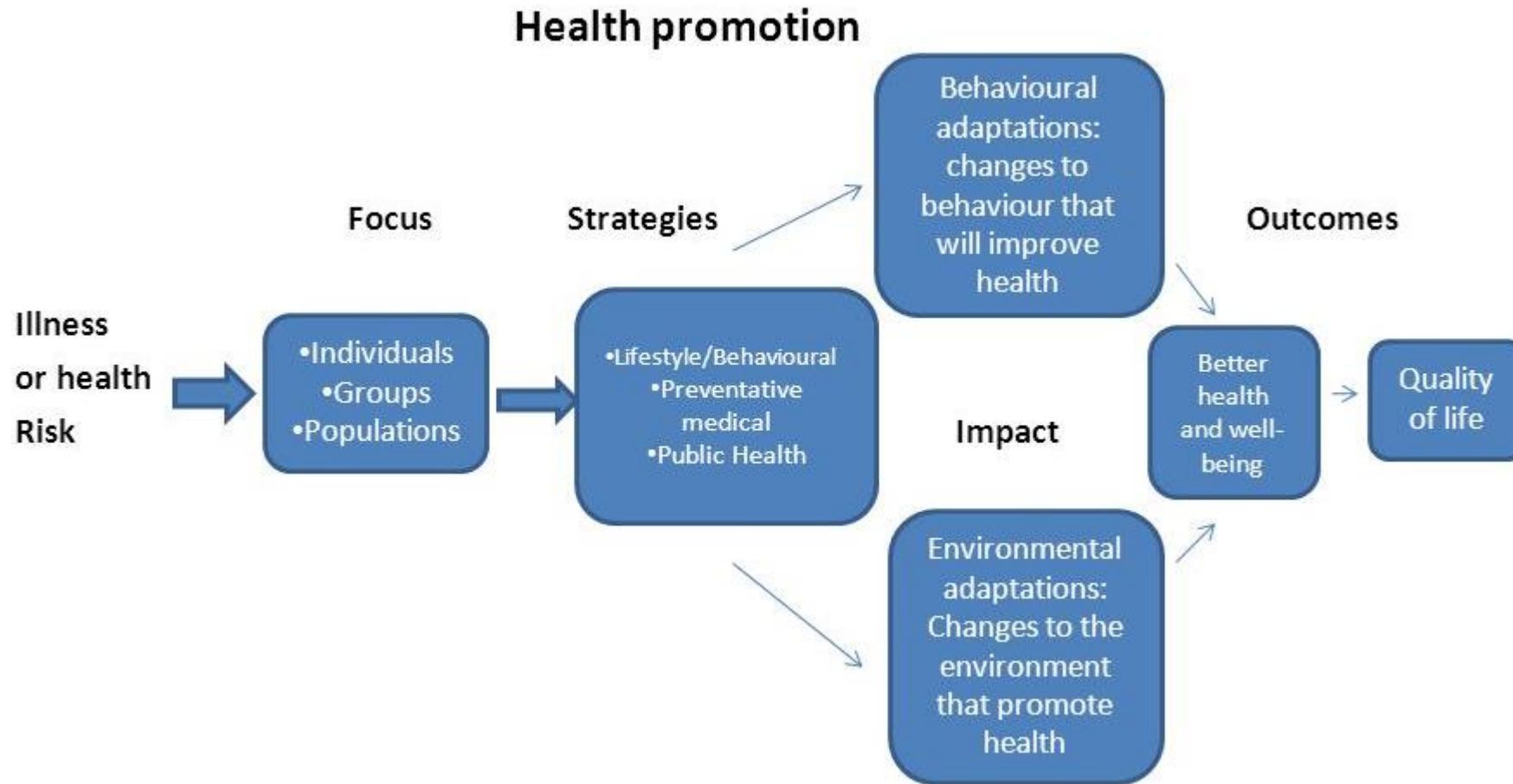




Why we need Health Promotion?

1. Promotes quality of life
2. Reduce inequalities in health
3. Reduces pressure on services
4. “Adds life to year, Adds year to life”.
5. “Health promotion is concerned with making healthier choices, easier choices”.
6. It is cost effective and efficient

The process of health promotion



Principles of health promotion

The 5 key principles of health promotion as determined by WHO are as follows:

1. 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.
2. Health promotion is **directed towards action** on the determinants or cause of health. This requires a close co-operation between sectors beyond health care reflecting the diversity of conditions which influence health.

Continue 

Principles of health promotion

3. 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

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

5. 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.

