

Health Promotion

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Assessment Techniques

1. **Presentation (40%)**

Students will undertake a presentation in relation to the health promotion needs of population groups in Ireland. Students are required to present on:

- The profile of this population in Ireland
- The health needs of this population group
- Policy/strategy provisions for this population group
- Health education/promotion initiatives currently targeting this population
- Students will be required to complete a 1000 word essay to accompany this presentation.

2. **Written Assignment (60%) – 2,500 words**

Design a health promotion initiative that is underpinned by principles and theories in health education and promotion in your chosen setting (e.g. workplace, school, community etc.).

What is health promotion about?

Promoting health lifestyles?

Creating environments to live a healthy life?

What importance
does our
government place on
health promotion?

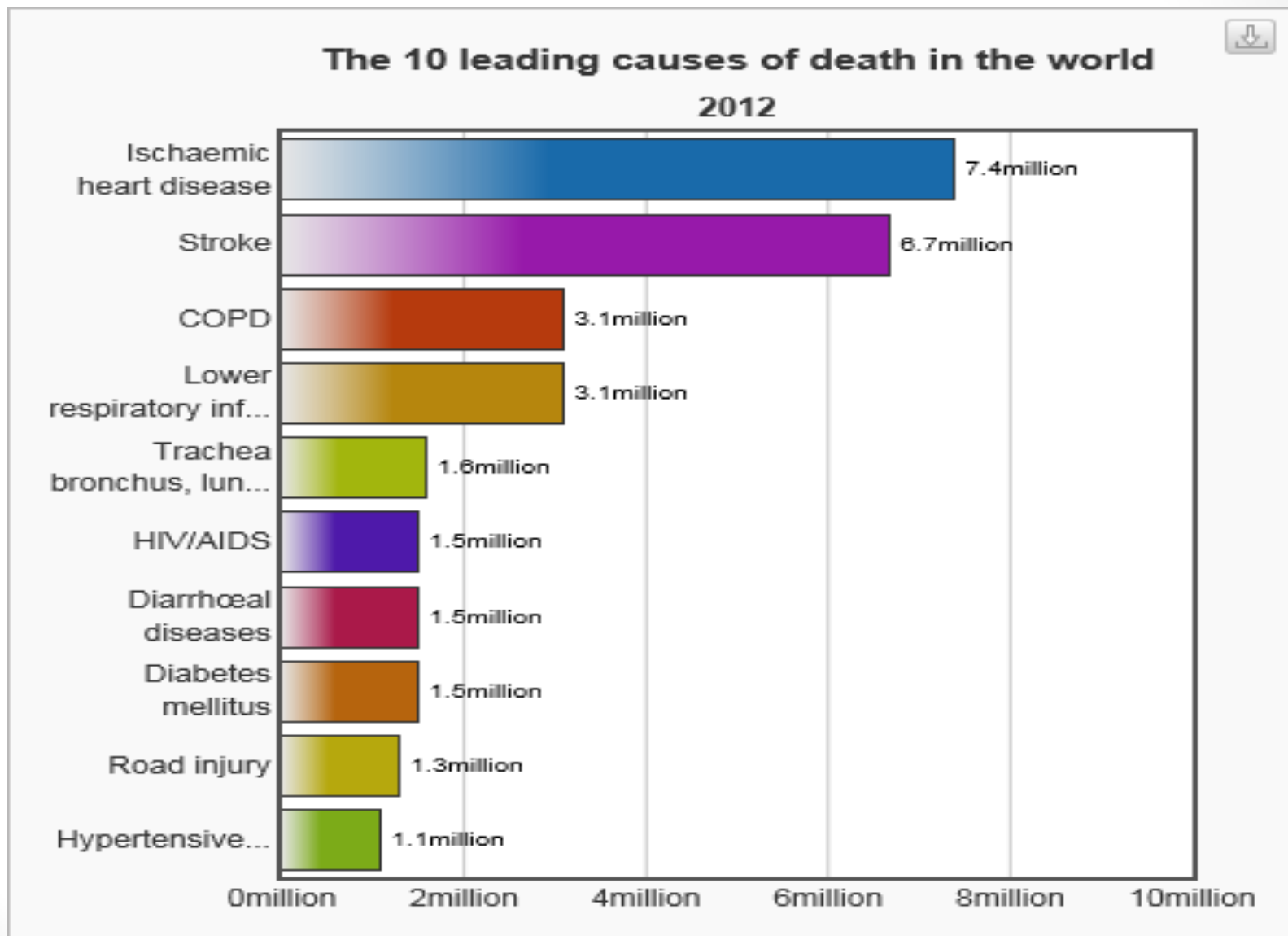
Ireland Statistics

- By 2020 incidence of type-2 diabetes and cardiovascular diseases is expected to rise by 20-30%.
- Health is not evenly distributed in society.
- People are living longer.
- Cancer is the second major cause of death after cardiovascular disease.
- 61% of all adults and 25% of 3 year olds are overweight or obese.
- Obesity is the leading cause of cancer in non-smokers.
- More Irish young people die by suicide than in other countries.

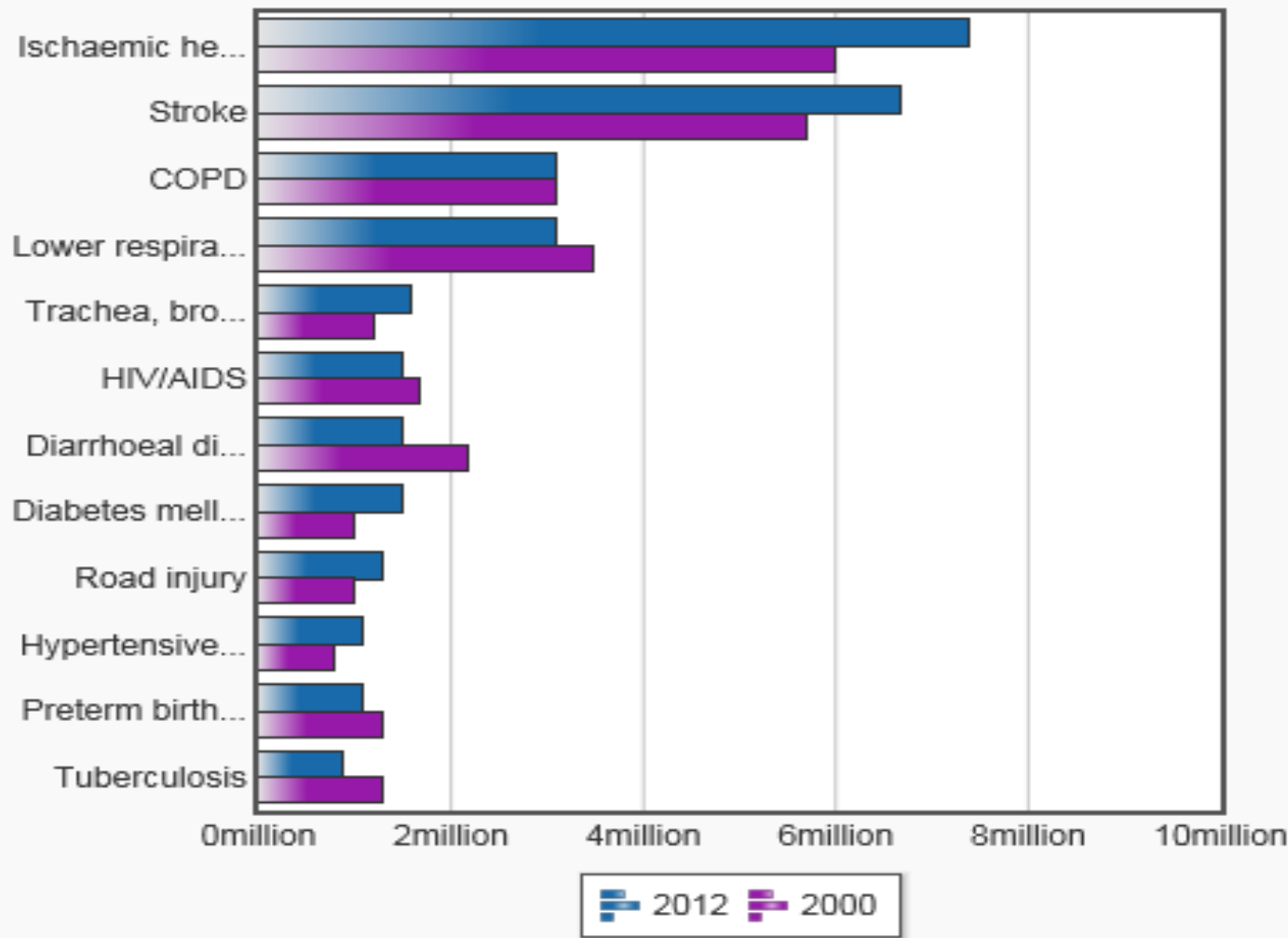
Ireland Statistics

- Around one million people in Ireland smoke tobacco products.
- The alcohol consumption rate for Ireland is one of the highest in Europe.
- Alcohol is responsible for approximately 90 deaths every month.
- In 2011, there were 13,259 notifications of STIs in Ireland.
- In 2011, 320 people were diagnosed with HIV.

WHO Statistics

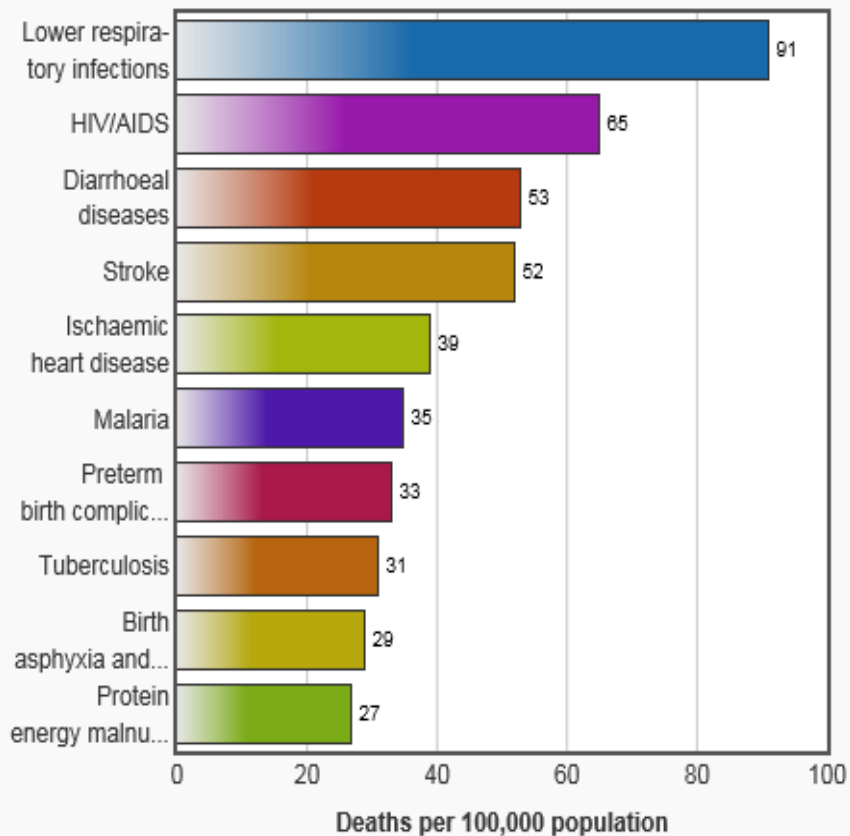


Comparison of leading causes of death over the past decade, 2000 and 2012



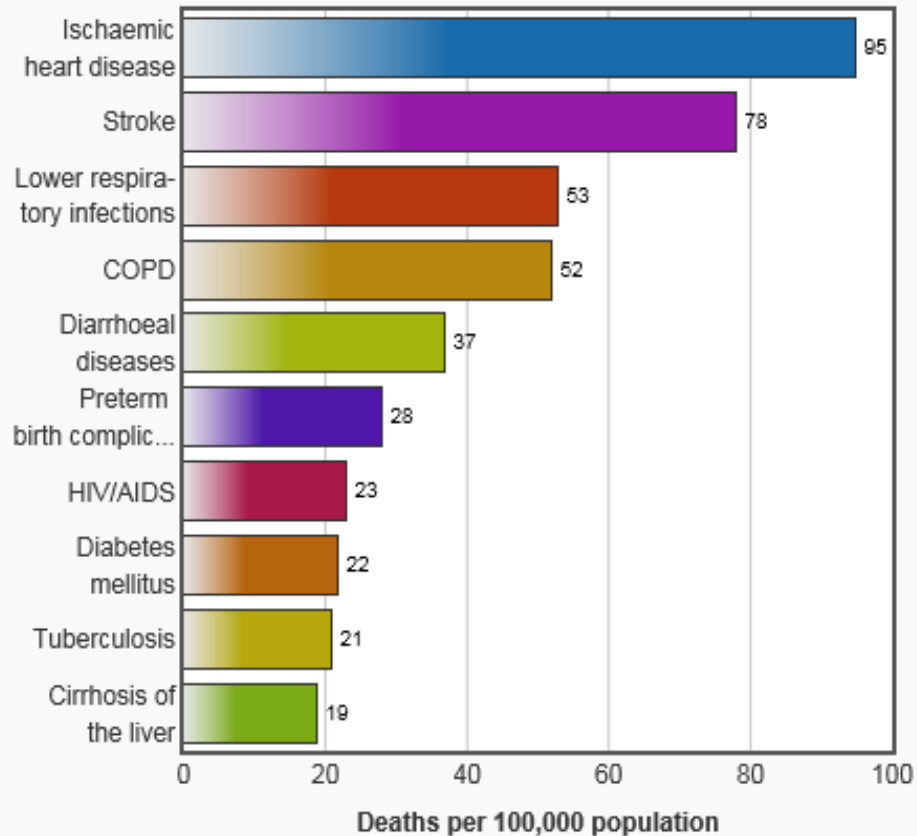
Top 10 causes of death in low-income countries

2012



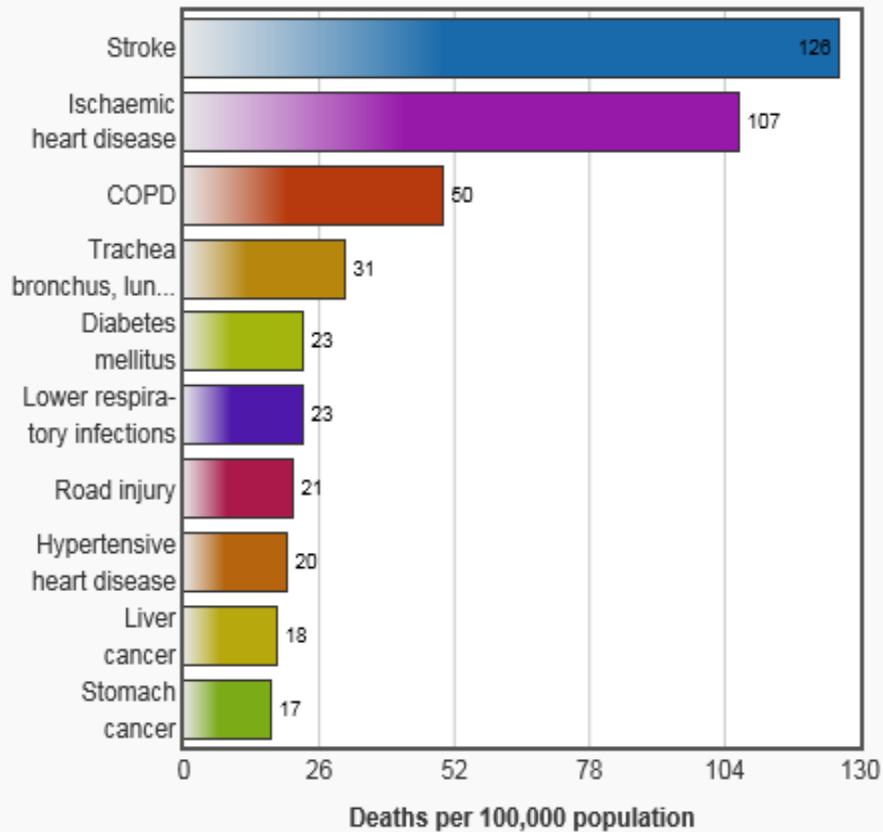
Top 10 causes of death in lower-middle income countries

2012



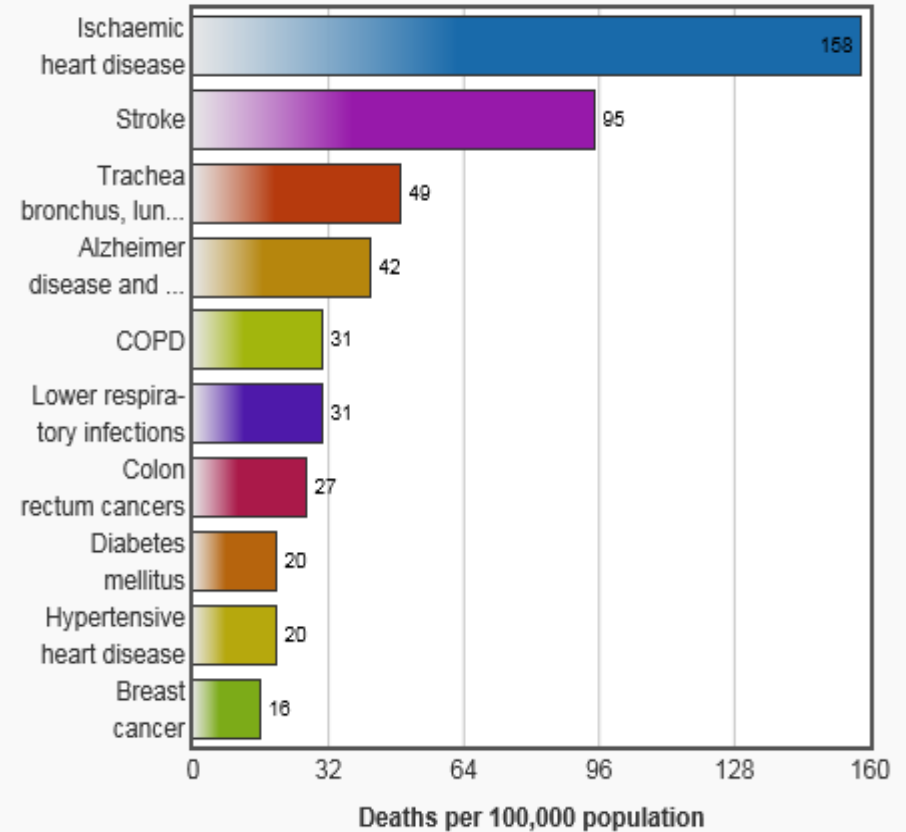
Top 10 causes of death in upper-middle countries

2012



Top 10 causes of death in high income countries

2012



Design a HP initiative to tackle the health concern assigned to your group.

Health Promotion Terms

- Health
- Health Education
- Health Promotion
- Health Literacy
- Health Inequalities
- Determinants of Health

Health

- “Health is a state of complete physical, psychological, and social well-being and not simply the absence of disease or infirmity.” (World Health Organization, 1948)
- Resource for everyday life
- Fundamental human right

- According to Healthy Ireland “Health is a personal, social and economic good, and the health and wellbeing of individuals, and of the population as a whole, is Ireland’s most valuable resource.”

Defining Health – Medical Approach

- Traditional approach
- The normal physical state, i.e., the state of being whole and free from physical and mental disease or pain, so that the parts of the body can carry on their proper function.
- Driven by the medical belief that medical science can find cure for illness
- Easily measured
- Medical intervention

Health Education

- Health Education

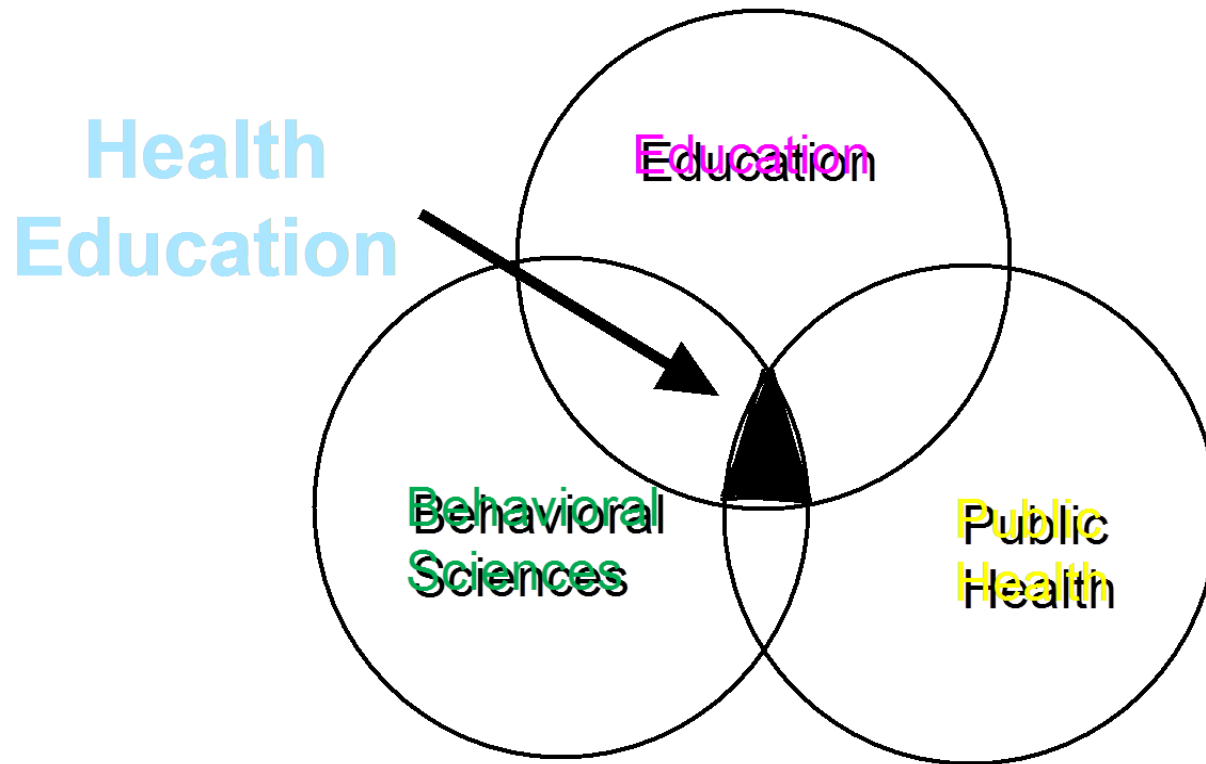
- “any combination of planned learning experiences based on sound theories that provide individuals, groups, and communities the opportunity to acquire information and the skills needed to make quality health decisions” (Joint Committee, 2001)

Seeks to improve health as a consequence of learning through personal education and development, mass media information and education.

- Health education provides opportunities for individuals and communities to acquire information and skills to help them initiate a change that enhances their well being and their health.

- There are two approaches to health education:
 1. Preventative – aims to provide individuals with knowledge, facilitate a change in attitude and if successful, to galvanise the individual into action or into the practice of preventive behaviours.
 2. Educational – aims to provide individuals with understanding and knowledge, facilitate a process of belief and value clarification, and develop and practise the skills to make informed decisions.

Dimensions of Health Education



Health promotion

- “any planned combination of educational, political, environmental, regulatory, or organizational mechanisms that support actions and conditions of living conducive to the health of individuals, groups, and communities” (Joint Committee, 2001).

What is Health Promotion ?

- 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.
- It is a positive concept emphasizing personal, social, political and institutional resources, as well as physical capacities.

Health Promotion Defined

- “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)

Health Education/Health Promotion

Health Promotion



Health Education

- Naidoo and Willis (1998) suggest that a key feature that distinguishes Health Education from Health Promotion involves environmental and political action.
- Tones and Tilford (2001) have suggested that it is possible to describe the concept of Health Promotion into the following formula:
Health Promotion = Health Education x Health Public Policy
- Health Promotion may be seen as an umbrella term including a very wide range of activities.

Healthy Ireland – A Framework for Improved Health & Wellbeing 2013- 2025

- 4 goals and 64 actions to achieve these goals

Goal 1 – Increase the proportion of people who are healthy at all stages of life.

Goal 2 – Reduce health inequalities.

Goal 3 – Protect the public from threats to health and wellbeing.

Goal 4 – Create an environment where every individual and sector of society can play their own part in achieving a healthy Ireland