

**Health Promotion****Objectives: You Students will:**

1. Understand the parameters required for health promotion model.
2. Be able to apply those parameters on models they may suggest for their own society.

**Overview Health Promotion:**

Health and development today face unprecedented threats. The financial crisis threatens the viability of national economies in general and of health systems in particular. Global warming and climate change exert a toll in human life, especially in lower income countries. Security threats create a sense of shared uncertainty for communities around the world.

These new challenges compound the development problems, which have yet to be solved. And as the internationally agreed development goals appear increasingly unattainable, newer threats are being recognized: the inexorable growth of noncommunicable conditions in low and middle-income economies, and the threat of potentially catastrophic pandemics.

**Definitions of Health:** The state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

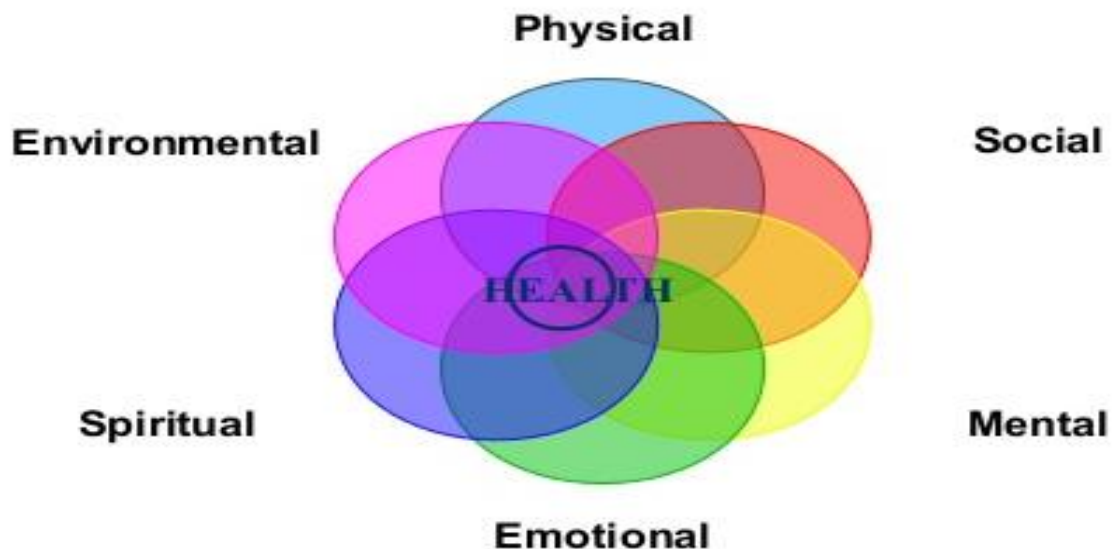
**Determinants of Health Indicators:**

- Social, economic and cultural environment.
- Behavioral and lifestyle.
- Ecological and physical environment.

\* (**Ecological:** The branch of biology studies the relationships between living things and their environment.)

**Dimensions of Health ((Component of Health)):**

These dimensions are interdependent i.e., they interact and overlap with each other to produce health:



☐ **Wellness** is the achievement of the highest level of health possible in each dimension of health.

### **Dimensions of Health and Wellness:**

- **Physical health:** body size and functioning
- **Social health:** interpersonal network and successful interaction with others
- **Intellectual health (Mental Health):** ability to think clearly and make responsible decisions
- **Emotional health:** ability to express emotions and maintain a level of self-confidence
- **Environmental and planetary health:** appreciation of one's external environment
- **Spiritual health:** have a sense of meaning and purpose in one's life

**Health Promotion Process:** Enabling people to increase control over, and to improve their health **Umbrella** term that includes disease prevention, improvement of health, and enhancing well-being. Focus: Protection and Promotion (achieve and maintain health and wellness) .

**- Health promotion is "the process of enabling people to increase control over the determinants of health and thereby improve their health".**

### **Increased Focus on Health Promotion:**

• ***Principles of Health Promotion*** **Focus on health not illness** Empowering clients recognizing that health is multidimensional acknowledging that health is influenced by factors outside individual control.

• ***Health promotion*** combines educational, organizational, procedural, social, financial, and environmental supports **to reduce risk factors and promote healthy lifestyles.**

### **Health Promotion includes:**

- Promoting healthy lifestyles.
- Getting people involved in their own health care.
- Creating an environment that makes it possible to live a healthy life.
- Recognition of lifestyle diseases as major causes of illness and death.
- Strengthening community participation.

### **Strategies of Health Promotion:**

- Building healthy public policy.
- Creating a supportive environment.
- Strengthening community Action.
- Developing personal skills.
- Reorienting health services.
- Building alliances with the media.

## **Health Promotion goal and Objectives:**

### • **Broad Goals:**

- Increase quality and years of healthy life.
- Eliminate health disparities.

### • **Primary Objectives:**

- Promote healthy behaviors
- Promote healthy and safe communities
- Improve systems for personal and public health
- Prevent and reduce diseases and disorders

## **Illness Behavior:**

Illness is a social state. It is not just a disturbance of body and has social meanings and impact; it is partially the result of disease but is also determined by social and cultural factors.

Sometimes a distinction is made between disease (medical definition) and illness (lay person's perception)

- Can be sick but no symptoms.
- Can feel ill but no disease/condition.

## **Measurement of Health:**

### • **Mortality based measures:**

- Crude, adjusted, and specific mortality rates
- Composite measures: life expectancy and years of life lost

### • **Morbidity, disability and quality measures:**

- Disease prevalence
- Days lost from work or school
- Self-reported health status.

## **What is Health Promotion and Disease Prevention?**

### • **Levels of Prevention: Primary Secondary Tertiary**

• ***Actions or behaviors designed to keep people from getting sick***

• **Primary prevention** is to reduce risk and avoid health problems before they start.

• **Secondary prevention** is to take action to stop risk behaviors before an actual illness.

• **Tertiary prevention** is treatment or rehabilitation after an illness.

**Health Protection:** Comprises legal or fiscal controls, other regulation policies, and voluntary codes of practice, aimed at the enhancement of positive health and the prevention of ill-health

**Mission:** reduce the likelihood that people will encounter environmental hazards or behave in unsafe or unhealthy ways.

**Health Education:**

-This comprises of activities involving some form of communication designed to improve health knowledge and development of life skills.

-Any combination of learning experiences designed to facilitate voluntary actions conducive to health

**Principles of Health Education:**

-principle of educational diagnosis

-hierarchical principle

-principle of cumulative learning

-principle of participation

-principle of situation specificity

-principle of multiple methods

-principle of individualization

-Feedback principle

-principle of intermediate target

**Learning Domains:**

**1. Cognitive Domain:**

An aspect of health education that comprises information and **knowledge**  
Information gained from health education can be

A new information

A reinforcement

**2. Psychomotor Domain:**

An aspect of health education that deals with **skill Acquisition and Reinforcement.**

**3. Affective Domain:**

An aspect of health education that is mainly concerned in

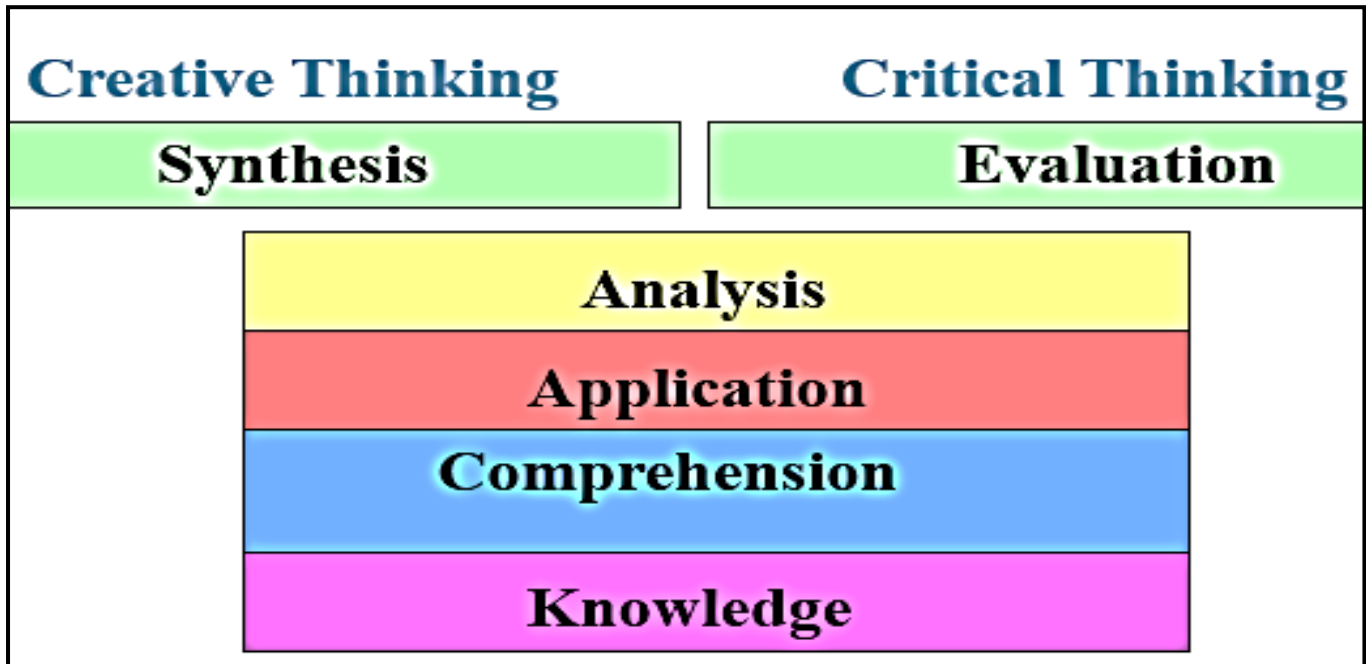
- Habit formation

- Behavior change.

- New practice.

**1. Cognitive Domain: Mental Skills (knowledge) involve Learning and Application of Knowledge.**

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis
- Evaluation



**2. Affective Domain: Growth in Feeling or Emotional Area (Attitude).**

- Receiving
- Responding
- Valuing
- Organization
- Characterization by Value

**3. Psychomotor Domain: Manual or Physical Skills involve Development of the Body and Skills it Performs.**

- Perceiving
- Patterning
- Accommodating
- Refining
- Varying
- Improvising
- Composing

**Health Promotion Tools:**

1. Mass media
2. Social marketing
3. Community mobilization
4. Health education
5. Client-provider interactions
6. Policy communication

## Approaches for Health Promotion:

- ❖ Healthy population (infrastructure)
- ❖ Healthy lifestyles
- ❖ Healthy environment

# Other approach for health promotion

