

## Conceptualizing & defining health promotion & health promotion practice

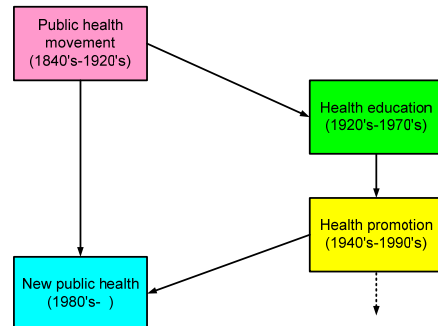
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1

## The development of health promotion (Bunton & Macdonald, 1992)



## Two typologies for defining health promotion

### Typology 1:

Understanding of HP as:

- goal or objective
- strategy or activity
- process

### Typology 2:

Understanding of HP as a:

- discipline
- field of practice
- profession

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3

## Typology 1: defining health promotion

Definitions of HP can include one or more of the following characteristics

1. HP as a strategy or activity
2. HP as a goal or objective
3. HP as a process

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4

## 1. Defining HP as *strategy or activity* (examples)

"organized community effort for the education of the individual in personal health, and the development of the social machinery to ensure everyone a standard of living for the maintenance or improvement of health" (Winslow, 1920)

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5

## Defining HP as *strategy or activity* (cont.)

"...by providing a decent standard of living, good labor conditions, education, physical culture, means of rest and recreation, health is promoted..." (Sigerist, 1946)

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6

## Defining HP as *strategy or activity* (cont.)

a *strategy* "aimed at informing, influencing and assisting both individuals and organizations so that they will accept more responsibility and be more active in matters affecting mental and physical health" (Lalonde, 1974)

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7

## Defining HP as *strategy or activity* (cont.)

"any combination of health education and related organizational, political and economic *interventions* designed to facilitate behavioral and environmental adaptations that will improve or protect health" (Green; & U.S. Office of Health Information, 1980)

"the combination of educational and environmental supports for actions and conditions of living conducive to health" (Green & Kreuter, 1991)

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8

## Defining HP as *strategy or activity* (cont.)

- "the implementation of *efforts* to foster improved health and well-being in all four domains of health" (physical, social, psychological and personal) (Perry and Jessor, 1983)
- Any *activity* or *program* designed to improve social and environmental living conditions such that people's experience of well-being is increased" (Labonte, 1992)

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9

## 2. Defining HP as *goal or objective* (examples)

- "the maintenance and enhancement of existing levels of health through the *implementation* of effective *programs, services, and policies*" (Goodstadt, et al., 1987)
- "the advancement of wellbeing and the avoidance of health risks by achieving optimal levels of the behavioral, societal, environmental and biomedical determinants of health" (Kar, 1987)

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10

## 3. Defining HP as *process* (examples)

- "the process of enabling people to increase control over, and to improve, their health: (WHO, 1984, 1986; Epp, 1986)
- "the process of enabling [individuals and communities] to increase control over [the determinants of health] and [thereby] improve their health" (Nutbeam, 1986)

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11

## Defining HP as *process* (cont.)

- "the *science* and *art* of helping people choose their lifestyles to move toward a state of optimal health" (O'Donnell, 1989)

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12



## Typology 2: Defining health promotion practice

1. as a discipline
2. as a field of practice
3. as a profession
4. .... the health promotion practitioner

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19

### 1. HP as a *discipline* (Goodstadt)

Health promotion integrates and employs values, theory, evidence, research methodologies, and practices from a wide range of **disciplines**, including:

- the social sciences (e.g., sociology, psychology, anthropology, political science)
- health sciences (e.g., epidemiology, biostatistics, public health)
- other inter-disciplinary fields (e.g., education, social work, women's studies, international development)

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20

### 2. HP as a *field of practice*

"The health promotion **field** is that multidisciplinary **practice** which is concerned with designing, implementing, and evaluating interventions (i.e., program, policies, services) that enable individuals, families, groups, organizations, and communities, to play active roles in achieving, protecting and sustaining health"

*(Adapted from Joint Committee on Health Education Terminology, 1991)*

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21

### 3. HP as a *profession* (Goodstadt)

Health promotion is the **profession** that is committed to employing HP **best practices**, that is:

- processes and activities that are consistent with health promotion values, goals, ethics; theories and beliefs; evidence; and understanding of the environment
- that are most likely to achieve health promotion goals with respect to any health-related issue, in a given context or situation

*(Adapted from Kahan & Goodstadt, 2001)*

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22

### 4. HP *practitioner* (Goodstadt)

A health promotion **practitioner** is a person

- who is academically and professionally prepared in the field of health promotion
- who demonstrates competence in both theory and practice and
- who accepts responsibility to support the values, and advance the aims, of the health promotion profession"

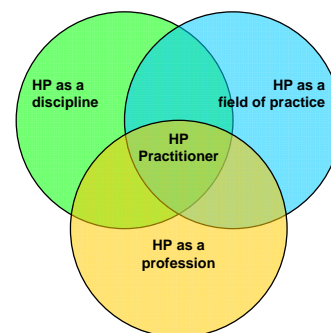
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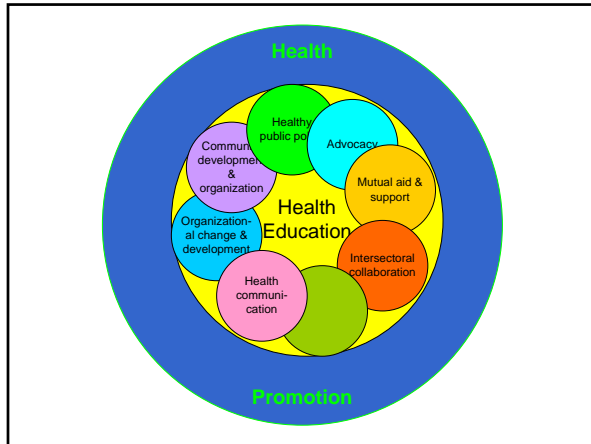
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23

### Integrated typology of health promotion practice (Goodstadt, 2010)





## Examples of health promotion values

1. Anti-oppression
2. Authenticity
3. Caring
4. Compassion
5. Creativity
6. Community capacity building
7. Critical reflection
8. Dignity
9. Disease prevention
10. Ecological respect
11. Empowerment
12. Enrichment of community life
13. Enrichment of individual life
14. Equality
15. Equity
16. Fitness
17. Harmony
18. Health
19. Health for all
20. Holistic health
21. Humility
22. Human rights
23. Inclusivity
24. Integrity
25. Intersectorality
26. Joy
27. Love
28. Morality
29. Non-human rights (e.g., animals)
30. Optimal health
31. Ownership
32. Participation
33. Power sharing
34. Respect
35. Respect for diversity
36. Respect for the environment
37. Responsibility
38. Social capital development
39. Social justice
40. Meaningfulness
41. Social connectedness
42. Sustainability
43. Women's rights

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## Action Statement for Health Promotion in Canada (1996): Values

(<http://acsp.cpha.ca/english/policy/pstatement/action/page1.htm>)

1. Individuals are treated with dignity and their innate self-worth, intelligence and capacity of choice are respected.
2. Individual liberties are respected, but priority is given to the common good when conflict arises.
3. Participation is supported on policy decision-making to identify what constitutes the common good.
4. Priority is given to people whose living conditions, especially a lack of wealth and power, place them at greater risk.
5. Social justice is pursued to prevent systemic discrimination and to reduce health inequities.
6. Health of the present generation is not purchased at the expense of future generations.

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## Health promotion values

Kahan & Goodstadt (Best Practices in Health Promotion Workbook)

1. **Social justice:** equity re. the fair distribution of resources; respect for diversity
2. **Power sharing:** empowerment; participation
3. **Health:** optimal health for all, holistic health
4. **The environment:** ecological respect & sensitivity
5. **Enrichment of individual and community life:** authenticity; creativity; critical reflection; joy; meaningfulness; social connectedness

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## Core principles of HP

1. Focused on a critical assessment of the determinants of health
2. Equitable
3. Empowering
4. Participatory
5. Holistic
6. Intersectoral
7. Sustainable
8. Multi-strategy
9. Tailored to community settings
10. Based on theory
11. Based on appropriate and effective approaches

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## Core competencies of HP practitioners

- Perspectives
  - Determinants-of-health and population health
  - Social justice & equity
  - Critical & strategic thinking
  - Reflexivity re. own practice
- Ability to apply health promotion theory to practice
- Be an informed user research, including ability to conduct
  - program planning & evaluation
  - qualitative and/or quantitative research
  - critical appraisal of literature
- Communicate effectively orally and in writing

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## Core competencies of HP practitioners (cont.)

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- Possess the following community-based skills
  - Knowledge and values/beliefs
  - Assessment of needs and determinants
  - Planning
  - Implementation
  - Evaluation
  - Community empowerment
  - Policy advocacy
  - Communication, education and media
  - Partnership building
  - Participatory processes
  - Develop skills and resources

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31

## ETHICAL PRINCIPLES (Kahan & Goodstadt)

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1. Aim to benefit rather than harm
2. Put principles above self-interest
3. Think of the consequences of any action
4. Have an explicit decision-making strategy for conflict resolution
5. Recognize & deal with competing ethical considerations
6. Consider whether an action is the best one

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32

## Ethical principles (Tannahill, 2008)

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1. Do good
2. Do not harm
3. Equity
4. Respect
5. Empowerment
6. Sustainability
7. Social responsibility
8. Participation
9. Openness
10. Accountability

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33