

Health Promotion Strategies: Taking a best practices approach

Week 2 Introduction to the Practice of Health Promotion

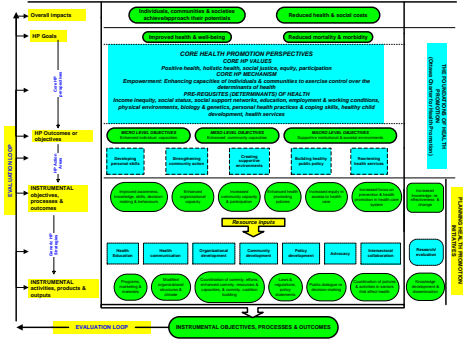
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GENERIC LOGIC MODEL FOR PLANNING AND EVALUATING HEALTH PROMOTION (Goodstadt, 1995)



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Integration of health promotion practice

- Values
- Theory
- Evidence
- Determinants of health
- Health promotion action areas
- Health promotion strategies

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Introduction to the practice of health promotion

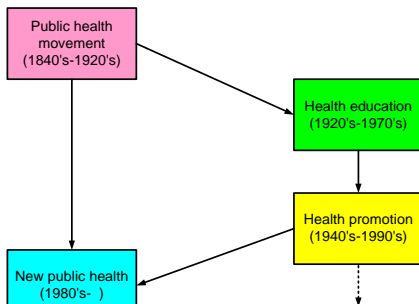
1. History of health promotion
2. The meaning of "health" & "health promotion"
3. Major HP approaches & strategies

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



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Two typologies for conceptualizing & defining HP & HP practice

Typology 1: HP as:

1. goal/objective
2. strategy/activity
3. process

Typology 2: HP as:

1. discipline
2. field of practice
3. profession

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Typology 1: defining health promotion

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

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

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1. Defining HP as *goal or objective*

- "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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2. Defining HP as *strategy or activity*

"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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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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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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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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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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3. Defining HP as *process* (Ottawa Charter)

- "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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WHO Health Promotion Glossary & Nutbeam, 1998

- "Health promotion represents a comprehensive social and political process; it not only embraces actions directed at strengthening the skills and capabilities of individuals, but also action directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health. Health promotion is the process of enabling people to increase control over the *determinants of health* and thereby improve their *health*. Participation is essential to sustain health promotion action."

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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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Defining HP as *process* (cont.)

"Health promotion is the process of enabling people to increase control over and improve their health. This process is based on the understanding of the important influences that determinants of health (such as income and social status, social support networks, education and employment/working conditions) have on an individual's health. Health promotion activities include the three levels of disease, injury and disability prevention and move beyond health education and changes in personal behaviours to address social change, institutional change and community change."

(Canadian Health Network, retrieved from <http://www.ohpe.ca/node/7231>, January 9, 2010)

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Consensus re. the defining characteristics of HP

1. Goals
2. Processes or mechanisms
3. Perspectives
4. Foci

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Consensus re. the defining characteristics of health promotion

1. **Goal: "Enhancement of health"**
 - Positive health & enhancement of well-being
 - Achieving health for all
 - Holistic health
2. **Process or mechanism: HP "empowers" individuals & communities**
 - increases their control over decisions that affect their health

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Defining characteristics of HP (cont.)

3. **Perspective: HP takes a socio-cultural perspective**
 - In **understanding** the nature & origins of an issue or problem
 - In **responding** to an issue/problem
4. **Focus: Instrumental actions & processes directed at:**
 - **Environmental factors**
 - Reducing inequities
 - Reducing impact of broader negative determinants of health
 - Shifting balance of resources towards prevention
 - Reorienting health services
 - **Individual factors**

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Typology 2: Defining health promotion practice

Health promotion practice can be defined as one or more of the following:

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

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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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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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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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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”

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

Integrated typology of health promotion practice (Goodstadt, 2010)

