Health Promotion & Health Teaching
What is health promotion?
Objectives

• Demonstrate understanding of the holistic model of health
• Demonstrate understanding of health promotion strategies based on the Ottawa Charter for Health Promotion
• Explain the Social Cognitive Theory and its use in health promotion
• Explain the Health Promoting Schools Model
• Identify the role of school nurses in promoting the health of the school community
Health promotion

- One type of action to improve health
- Can be at individual, group, community or population level
- Uses specific scientific processes
- Is underpinned by specific philosophical, ethical and technical principles
Health promotion

• Health promotion is a process – a verb
• Promotion as in enhancement, improvement, advancement, moving to a higher level
  NOT
• Promotion as in product marketing or selling
• Mistakenly called Health Promotions
• Don’t EVER put an S on the end
• Suggests you don’t understand health promotion
Health promotion

• Process of working in a collaborative relationship with people in order to enhance the supports for actions and conditions of living that are conducive to health

• Process of enabling people to increase control over the determinants of health so as to create the greatest health gain for people

• Aims to reduce inequities in health
Health promotion
Red Lotus Health and Well Being Model: Health components

- Pod: people’s health status
  - Mental
  - Physical
  - Spiritual
  - Social

Downstream health care services
Red Lotus Health and Well Being Model: Determinants of health

- Stamens: People’s characteristics
  - Biological status
    - Age
    - Gender
    - Ethnicity
    - Genetics

- Socio-economic status
  - Education
  - Employment
  - Income

- Knowledge, attitudes, values and beliefs

- Behaviours

Midstream health promotion
Red Lotus Health and Well Being Model: Determinants of health

1st petal layer: Environmental determinants of health

- Natural
- Built
- Social
- Economic
- Political

Upstream health promotion
Red Lotus Health and Well Being Model: Determinants of health

1st petal layer: Environmental determinants of health

Natural environment
- Basic needs
  - Quality and safe Mfood
  - Clean water and air
  - Minimal noise
  - Soil degradation and loss
  - Waste management
- Biodiversity
- Atmospheric change
Red Lotus Health and Well Being Model: Determinants of health

1st petal layer: Environmental determinants of health

- Built environment
  - Workplaces
  - Leisure facilities
  - Shopping centres
  - Childcare, school, university
  - Housing
Red Lotus Health and Well Being Model: Determinants of health

1st petal layer: Environmental determinants of health

Social environment
- Social practices and norms
- Cultural practices and norms
- Social capital
- Social justice
- Social structures
Red Lotus Health and Well Being Model: Determinants of health

- 1st petal layer: Environmental determinants of health

**Economic environment**
- Income and health
- Wealth distribution
- Economic strategies
  - Economic growth
  - Privatisation
  - International trade
  - Globalisation
Red Lotus Health and Well Being Model: Determinants of health

1st petal layer: Environmental determinants of health

Political environment
- Political ideology
- Policy
- Legislation
- Regulation

Upstream
Red Lotus Health and Well Being Model

Pod: health
Stamens: determinants
Petals: determinants

Down Stream health care services
Upstream health promotion
Midstream health promotion
Ottawa Charter for Health Promotion (1986)

Prerequisites for health:

- peace
- shelter
- education
- food
- income
- a stable ecosystem
- sustainable resources
- social justice
- equity
Ottawa Charter for Health Promotion

Health promotion action means:

• Building healthy public policy
• Creating supportive environments
• Strengthening community action
• Developing personal skills
• Reorienting health services
Health promotion process

Focus

Strategies

- Screening
- Individual risk assessment
- Immunization
- Health education
- Skill development
- Community action
- Social marketing
- Organisation development
- Economic and regulatory activities

Changes

- Changes in people
- Changes in the environment

Outcomes

- Better health
- Quality of life
Health promotion strategies and actions throughout the whole stream

- Developing personal skills
- Strengthening community action
- Creating supportive environments
- Building healthy public policy

Individual focus
- Screening, individual risk assessment, and immunization
- Health information
- Health education and skill development
- Community action
- Social marketing
- Organization development
- Economic and regulatory activities

Population focus
- Healthy individuals
- Healthy communities
- Healthy environments and society

Medical approach
- Behavioural approach
- Socio-environmental approach

Downstream health care services
Midstream
Upstream
Reorienting health services

Holistic, ecological settings approach
How to bring about change

• Base strategies on sound theories and models
• Must address each aspect of theory or model in order for change processes to work effectively
• Useful theory for health promotion: Social Cognitive Theory
• Useful model: Health Promoting Schools model
Social Cognitive Theory

- Originated by Albert Bandura
- Evolved from Social Learning Theory
- Social learning theory dates back to late 1800s
- Became Social Cognitive Theory in 1986 (same year as Ottawa Charter)
Social Cognitive Theory

- Most complete theory of behavior change
- Emphasizes the multidirectional relationship between people, their behavior and their environment
- ‘Reciprocal determinism’
- It’s all connected
- Highlights particular importance of self efficacy
Self efficacy

- Belief in own ability
- Most important prerequisite for change in people
- Specific to behavior, environment or situation
- Harmful not to address it
- Stressful if behavior is desired cannot be performed effectively
Building self-efficacy

• Observational learning
• Participatory learning
• Practice
• Repetition
• Within each context
How to bring about change

• Base strategies on sound theories and models

• Must address each aspect of theory or model in order for change processes to work effectively

• Useful theory for health promotion: Social Cognitive Theory

• Useful model: Health Promoting Schools model
Health Promoting Schools Model

- Curriculum, teaching and learning
- Ethos, environment and organisation
- Partnerships and service providers
Development of Health Promoting Schools

• Attention to school health from 1950s

• School health education main focus of attention for next 30 years

• Gradual recognition that teaching students about health is not enough to create conditions for good health
Effective Health Promoting Schools practice

- Holistic: based on a broad understanding of health, including physical, social and emotional well-being
- Multistrategic: use a portfolio of strategies across the Ottawa Charter
- Participative: involve students, teachers and other staff, pupils, parents and external agencies in all stages of planning, implementation and evaluation
Effective Health Promoting Schools practice

- Sustainable: have long-term plans, build on existing good practice, and integrate into the life of the school
- Evaluative: review and evaluate to reflect on progress and identify planning priorities
Three best practice principles of health promoting schools

1. Creation of a healthy environment for the participants in the school

2. Integration of health promotion into the daily activities of the school

3. Reaching out into the broader community
## Typology of health promotion activity in a school

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<thead>
<tr>
<th>TYPE 1</th>
<th>TYPE 2</th>
<th>TYPE 3</th>
<th>TYPE 4</th>
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</thead>
<tbody>
<tr>
<td>Implementing ad hoc health promotion activities</td>
<td>Delegating responsibility for health promotion activities to a particular department or specific staff</td>
<td>Being a health promoting school</td>
<td>Being a health promoting school and improving community health</td>
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<td>Potential for Principle 1</td>
<td>Potential for Principle 1</td>
<td>Principles 1 &amp; 2</td>
<td>Principles 1, 2 &amp; 3</td>
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</tbody>
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School health promotion equation

Holistic model of health + Portfolio of strategies + Scientific theory + Model of practice =
Being a health promoting school and improving community health
School health promotion

1. In small groups, identify one issue for your group to work on
2. Develop an initial plan for a health promotion program using all four components