



UNIVERSITY OF THE PHILIPPINES
MANILA



What is Health Promotion?

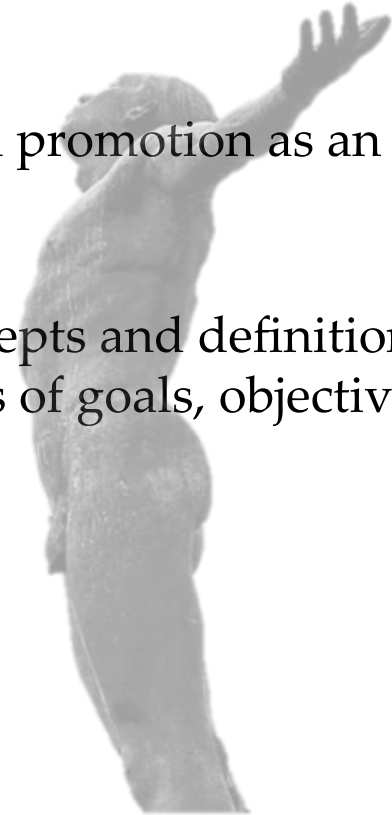
Origins, Definitions and Practice
of Health Promotion

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Objectives:

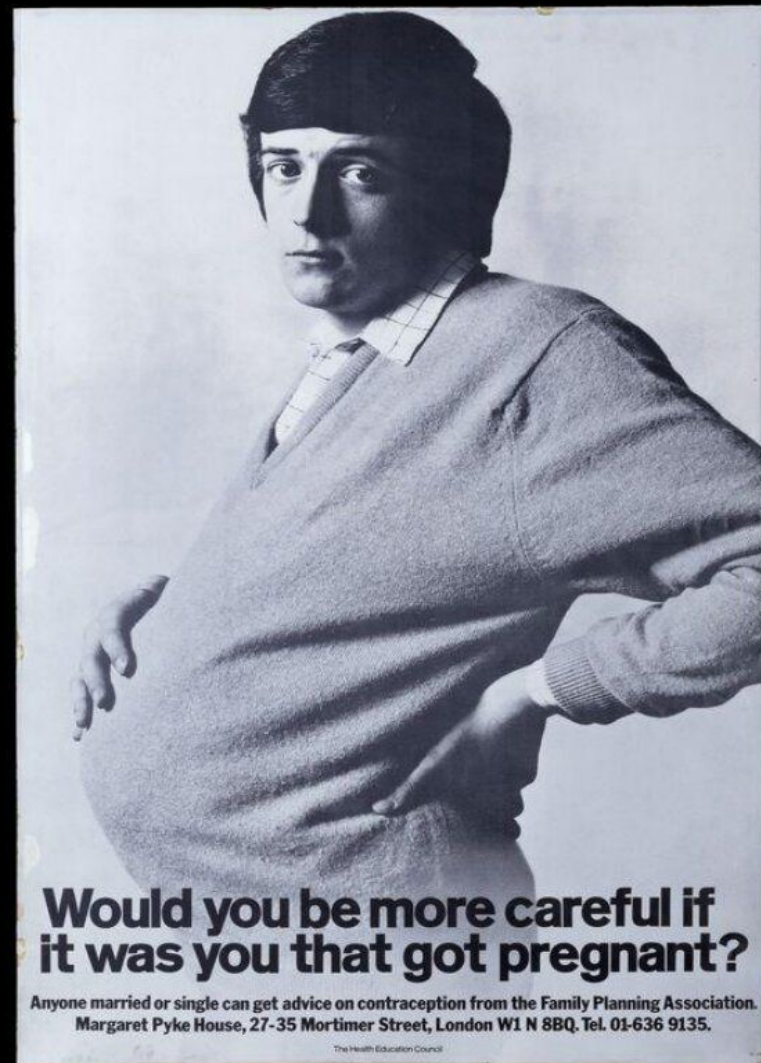
1. Trace the origins of health promotion as an organized field.
2. Explain the different concepts and definitions of health promotion in terms of goals, objectives, processes and actions



Outline

1. Introduction
 - 1.1 Historical Perspective
 - 1.2 Health Promotion in the Philippines
2. Concept of Health Promotion
3. Definitions of Health Promotion

This picture was used in an ad for The Health Education Council, promoting taking control of one's own health



**Would you be more careful if
it was you that got pregnant?**

Anyone married or single can get advice on contraception from the Family Planning Association.
Margaret Pyke House, 27-35 Mortimer Street, London W1 N 8BQ. Tel. 01-636 9135.

The Health Education Council

Health generally defined as follows:

Health as not ill or diseased i.e. the absence of disease.

Health as individual behaviour e.g. if someone lives in a healthy way, does exercise and or does not drink or smoke

Health as physical fitness e.g. being fit or strong, or looking healthy.

Health as energy, vitality e.g. having energy and enthusiasm to do things.

Health as social relationships e.g. health in terms of relationships with other people.

Historical Perspective



1543 - Publication of ***On the Structure of the Human Body*** based on Vesallus dissections

1628 - Harvey publishes discoveries on the blood circulatory system

1674 - Leeuwehoek produces powerful lenses to observe bacteria

1796 - Jenner uses smallpox vaccine

1858 - Virchow publishes a book on cellular pathology

Historical Perspective



1864 - Pasteur isolates organisms under a microscope

1865 - Lister practices antiseptic use during and after surgery; reduction of mortality

1882 - Koch isolates tubercle bacilli

1883 - Koch isolates cholera bacilli

1895 - Roentgen discovers Xrays

1900 - Landsteiner discovers four human blood types

Historical Perspective

Prompted development of Health Promo

- Increasing awareness of health inequities, in 1948, creation of World Health Organization
- Changing leading causes of M & M from infectious to Non-Comm, Chronic Diseases
- Movement for participation of people and concern for the environment
- Rising cost of Health care

Historical Perspective



1977 - Health For All by year 2000 (HFA 2000)

1978 - Declaration of Alma Ata, USSR affirms HFA-2000 as a global target, and Primary Health Care is the key in its attainment

1986 - 1st International Conference on HP

Ottawa Charter on HP; recognized the continuing interaction of individuals, families, communities, and environment

1988 - 2nd International Conference on HP

Adelaide Recommendations on Healthy Public Policy

Historical Perspective



1991 - 3rd Sundsvall Supportive Environments for Health
ecological responsibility to sustainable health development

1997 - 4th Jakarta Declaration of Leading into the 21st
Century promote social responsibility, investment on
health dev't, expand partnerships, capacity building, health infrasture

2000 - 5th Mexico Ministerial Statement for Health Promotion
recognize the attainment of highest possible standard of health

2005 - 6th Bangkok Charter for HP in a Globalized World
identified challenges, action

2009 - 7th Nairobi Call to Action closing the implementation gap

Historical Perspective



2013 - 8th Helsinki Health in All Policies; prioritize health and equity as a core responsibility of governments to its peoples

2016 - 9th Shanghai Consensus on Healthy Cities recognizes health and well-being as essential to achieving sustainable development

Health Promotion in the Philippines

Pre-American Occupation: hygiene and preventive medicine : Manila was ahead of other areas in terms of provision for the sick and invalid

San Juan de Dios (1659) - Spaniards used public health

American Period: epidemics such as cholera, smallpox, plagues, leprosy

Bureau of health was created in 1898

Japanese Occupation: public health was paralyzed; hunger, disease stalked the Philippines; Bureau of Health still functions

Liberation of the Philippines: reestablishment of public health activities

Priority were anti-VD, TB, Malaria, malnutrition, Leprosy, and Immunization

Health Promotion in the Philippines



Department of Health:

Health Promotions and Communications Service (HPCS)

- Provide leadership in the development of Health Promotion strategies based on health promotion policies, standards and guidelines and in the development and production of IEC prototype materials for DOH campaigns
- Breastfeeding
- Climate Change Consciousness
- Dengue Program
- Expanded Program on Immunization
- Family Planning
- Non-Communicable Diseases

Concept of Health Promotion



- **the process of enabling people to increase control over, and to improve, their health.** It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.

Concept of Health Promotion



- health promotion supports governments, communities and individuals to cope with and address health challenges. This is accomplished by building healthy public policies, creating supportive environments, and strengthening community action and personal skills

Definitions of Health Promotion



a means of increasing individual and collective participation in health action and strengthening programmes through the integrative use of various methods. These methods are combined through comprehensive approaches which ensure action at all levels of society, leading to enhanced health impact

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Definitions of Health Promotion



Lawrence Green's definition:

A combination of educational and environmental supports
For actions and conditions of living conducive to health.

American Journal of Health Promotion:

The science and art of helping people create change in their
lifestyle to move towards optimum health

Definitions of Health Promotion



It is the social action dimension of health development, a sound concept that revitalize the Primary Health Care and enlighten health activism

1. Promoting healthy lifestyle
2. Creating conditions which makes possible to live healthy

Manifested by:

- Acts of advocacy
- Empowerment of people
- Building social supports

-

Health Promotion in Practice



The three levels of health promotion include **primary, secondary, and tertiary**. All levels are equally important and key in preventing disease and providing starting points for health care providers to offer patients positive, effective change

Health Promotion in Practice



3 levels of Health Promotion:

Primary - intervening before health effects occur

Secondary - screening to identify diseases in the earliest

Tertiary - managing disease post diagnosis to slow or stop

Thank you!



REFERENCES:

- Naidoo and Willis (1994). Health Promotion Foundations for Practice.
- Labonte and Laverack (2008). Health Promotion in Action
- Tuazon, Josefina (2009). Handout on Health Promotion: A Nursing Perspective

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