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MANILA



What is Health Promotion?

Global and National Contexts of Health Promotion

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Objectives:

1. Identify the different global and societal factors that influenced the development of health promotion as an approach and practice
2. Explain the Declaration of Alma Ata
3. Identify the differences between the Millennium Development Goals and Sustainable Development Goals
4. Universal Health Care

OUTLINE


1. Health, Equity, Empowerment
2. The Declaration of Alma Ata
 - A. Primary Health Care
 - B. PHC Approaches
 - C. Eight Essential Health Services
3. Millennium Development Goals and Sustainable Development Goals
4. Philippine Universal Health Care

Health, Equity, Empowerment



WHO's classic, 'a state of complete physical, mental, social well-being and not merely the absence of disease and infirmity' (World Health Organization 1946); to the Ottawa Charter's emphasis on its being 'a resource for everyday life' (World Health Organization 1986), to the Bangkok Charter's qualification of health as 'a determinant of quality of life ... encompassing mental and spiritual well-being'


Health, Equity, Empowerment



Important elements of the concept of health:

- 1) perception and meaning - one's experience and morbidity/mortality rates
- 2) social relations - human networks, alliances, interactions
- 3) capacities/capabilities - health is a product of intrinsic & extrinsic resources
- 4) physical functioning - demonstrated or seen

Health, Equity, Empowerment



Equity or social justice , is a normative judgement of what is fair, differs from equality, which is a measure of “sameness” - different social structures resulting in different health outcomes among population groups

Empowerment - individual or community; be cautious with the term as in ‘we shall empower’ - WHO and FOR WHAT?

The Five Action Areas



1. **Build healthy public policy** - the locus of intersectoral or 'whole of government' work, the target of community and professional advocacy initiatives; the lever through which health equity among groups is achieved
2. **Create supportive environments** - from the esteem-building support of small groups to 'making healthy choices the easy choices' in the numerous 'settings', such as schools and workplaces, in which people spend much of their time

The Five Action Areas



3. **Develop personal skills** - traditional forms of lifestyle health education or working with marginalised groups to increase their level of political analysis

4. **Reorient health services** - better balancing of the resources for health promotion work with that of curative medicine, and to improve health systems' understanding of their roles to improve health

5. **Strengthen community action** - organizing communities; empowerment of individuals and communities, their ownership and control of their

Alma Ata Declaration



Declaration of Alma-Ata was adopted at the International Conference on Primary Health Care, Almaty, Kazakh Soviet Socialist Republic 6–12 September 1978

Global target was Health for All and Primary Health Care is key to its attainment

Alma Ata Declaration



The International Conference on Primary Health Care, where health was affirmed as a fundamental human right and that the attainment of the highest possible level of health is a most important world-wide social goal whose realization requires the action of many other social and economic sectors in addition to the health sector.

Alma Ata Declaration



- ★ The existing gross inequality in the health status of the people, between developed and developing countries as well as within countries, is politically, socially, and economically unacceptable and is, therefore, of common concern to all countries
- ★ Economic and social development is important to the attainment of health for all and to the reduction of the gap between the health status of the developing and developed countries.

Alma Ata Declaration



- ★ People have the right and duty to participate individually and collectively in the planning and implementation of their health care
- ★ Governments have a responsibility for the health of their people which can be fulfilled only by the provision of adequate health and social measures, that Primary Health Care is key to achieving this target

Alma Ata Declaration



Primary health care (PHC) is essential health care based on practical, scientifically sound and socially acceptable methods and technology made universally accessible to individuals, families and communities through their full participation and at a cost that the community and country can afford

Alma Ata Declaration



PHC APPROACHES:

1. Political and societal commitment
2. Community participation
3. Intersectoral linkages
4. System support - appropriate technology, culturally-sensitive, affordable, available, accessible

Alma Ata Declaration



PHC essential health services:

1. Health education on prevailing health problems and the methods of preventing and controlling them;
2. Nutritional promotion including food supply;
3. Supply of adequate safe water and sanitation;
4. Maternal and Child Health and Family Planning

Alma Ata Declaration



PHC essential health services:

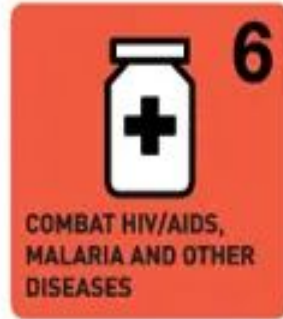
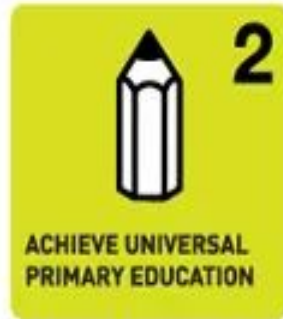
5. Immunization
6. Prevention and control of local endemic diseases
7. Appropriate treatment for common diseases and injuries
8. Essential Drugs should be provided

Millennium Development Goals



- The United Nations, signed in September 2000
- The landmark commitment entered into by world leaders in the year 2000—to “spare no effort to free our fellow men, women and children from the abject and dehumanizing conditions of extreme poverty”

Millennium Development Goals



Millennium Development Goals



- The MDGs translated into an inspiring framework of eight goals and, then, into wide-ranging practical steps that have enabled people across the world to improve their lives and their future prospects
- Yet, achievements were uneven...inequalities still persist. The world's poor remain overwhelmingly concentrated in some parts of the world

Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development adopted by world leaders in September 2015 at an historic UN Summit — on January 1, 2016, it officially came into force.



Sustainable Development Goals



- GOAL 1: No Poverty.
- GOAL 2: Zero Hunger.
- GOAL 3: Good Health and Well-being.
- GOAL 4: Quality Education.
- GOAL 5: Gender Equality.
- GOAL 6: Clean Water and Sanitation.
- GOAL 7: Affordable and Clean Energy.
- GOAL 8: Decent Work and Economic Growth.
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduce Inequality

Sustainable Development Goals



- GOAL 11: Make cities and human settlements inclusive, safe, resilient and sustainable
- GOAL 12: Ensure sustainable consumption and production patterns
- GOAL 13: Take urgent action to combat climate change and its impacts
- GOAL 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- GOAL 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- GOAL 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- GOAL 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

Sustainable Development Goals



- Implementation and success will rely on countries' own sustainable development policies, plans and programmes, and will be led by countries. The Sustainable Development Goals (SDGs) will be a compass for aligning countries' plans with their global commitments.
- Nationally owned and country-led sustainable development strategies will require resource mobilization and financing strategies.

Sustainable Development Goals



- All stakeholders: governments, civil society, the private sector, and others, are expected to contribute to the realisation of the new agenda.
- A revitalized global partnership at the global level is needed to support national efforts. This is recognized in the 2030 Agenda.
- Multi-stakeholder partnerships have been recognized as an important component of strategies that seek to mobilize all stakeholders around the new agenda.

The Difference: MDGs vs SDGs



- The 17 Sustainable Development Goals (SDGs) with 169 targets are broader in scope and go further than the MDGs by addressing the root causes of poverty and the universal need for development that works for all people.
- The goals cover the three dimensions of sustainable development: economic growth, social inclusion and environmental protection.

The Difference: MDGs vs SDGs



- Building on the success and momentum of the MDGs, the new global goals cover more ground, with ambitions to address inequalities, economic growth, decent jobs, cities and human settlements, industrialization, oceans, ecosystems, energy, climate change, sustainable consumption and production, peace and justice.

The Difference: MDGs vs SDGs



- SDGs are universal and apply to all countries, whereas the MDGs were intended for action in developing countries only.
- A core feature of the SDGs are their strong focus on means of implementation—the mobilization of financial resources—capacity-building and technology, as well as data and institutions.

The Difference: MDGs vs SDGs



The SDGs recognize that tackling climate change is essential for sustainable development and poverty eradication.

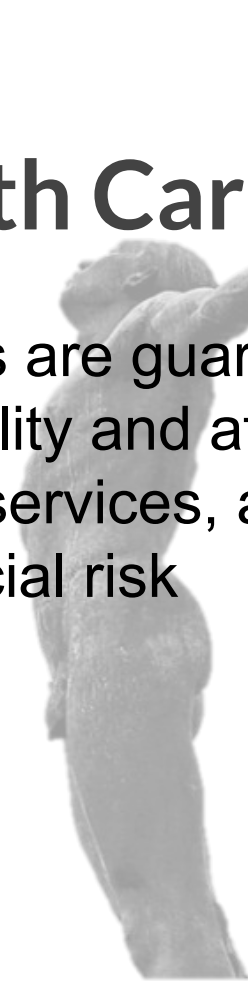
- SDG 13 aims to promote urgent action to combat climate change and its impacts.

Universal Health Care (2019)



Universal Health Care (2019)

UHC means all Filipinos are guaranteed equitable access to quality and affordable health care goods and services, and protected against financial risk



Universal Health Care (2019)

OBJECTIVES:

- Progressively realize UHC in the country through a systematic approach and delineation of the roles of key agencies and stakeholders towards better performance in the health system
- Ensure that all Fiiipinos have equitable access to quality and affordable health care goods and services and protected against financial risks

Agree or Disagree and defend your position

The following are healthy public policies. Select one and explain why you agree or disagree.

1. COMPULSARY USE OF SEATBELTS FOR FRONT AND BACK PASSENGERS
2. SUBSIDY OF LEAD-FREE OIL/GASOLINE
3. CIGARETTE SMOKE-FREE ZONES ON PUBLIC TRANSPORT
4. COMPLETE BAN ON DRINKING AND DRIVING
5. EMPLOYMENT REQUIREMENT: HIV/AIDS TESTING
6. SEX EDUCATION AMONG TEENAGERS

Thank you!



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