



UNIVERSITY OF THE PHILIPPINES
MANILA



What is Health Promotion?

Development of the Health Promotion Movement


MARY JOAN THERESE C. VALERA-KOURDACHE, RN, MPH



Objectives:

- Identify the different health promotion conferences globally
- Describe the recommendation related to policy strategy and approach of the different international conferences on health promotion

Global Conferences on Health Promotion




1986 - 1st International Conference on HP

Ottawa Charter on HP; recognized the continuing interaction of individuals, families, communities, and environment; reaffirmed that health is a fundamental individual right

1988 - 2nd International Conference on HP

Adelaide Recommendations on Healthy Public Policy


Global Conferences on Health Promotion



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 infrastructure

Global Conferences on Health Promotion




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

Global Conferences on Health Promotion



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

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

Recommendations of Global Conferences on Health Promotion

1986 - Ottawa: The fundamental conditions and resources for health are peace, shelter, education, food, income, a stable eco-system, sustainable resources, social justice and equity.

Three basic HP strategies to:

- 1) enable
- 2) mediate, and
- 3) advocate

Recommendations of Global Conferences on Health Promotion

1986 - Ottawa: 5 Action Areas

1. build healthy public policy
2. create supportive environments for health
3. strengthen community action for health
4. develop personal skills, and
5. reorient health services

Recommendations of Global Conferences on Health Promotion

1988 - Adelaide: urged governments to promote health through linked economic, social and health policies. Delegates stressed the need for equity in health and the need for governments to forge new alliances for health promotion with partners such as corporations and businesses, trade unions, nongovernmental organizations and community groups.

Recommendations of Global Conferences on Health Promotion

1988 - Adelaide: 4 Action Areas for healthy public policy

- * improving the health of women - the world's primary health promoters;
- * food and nutrition - ensuring adequate amounts of healthy food for all;
- * tobacco and alcohol - major health hazards that deserve immediate action;
- * creating supportive environments - so that health is nurtured and protected.

Recommendations of Global Conferences on Health Promotion

1991- Sundsvall:

highlighted the essential link between health and the physical environment

Delegates recognized that everyone has a role in making the world more supportive of health. They grouped strategies for environmental change in support of health into seven headings:

Recommendations of Global Conferences on Health Promotion

Strategies to change the environment in support of health:

- * policy development;
- * regulation;
- * reorientation of organizations;
- * advocacy;
- * building alliances/creating awareness;
- * enabling;
- * mobilizing/empowering.

Recommendations of Global Conferences on Health Promotion

Sundsvall introduced three models for analysing, describing, understanding and addressing environmental problems:

- 1) Health Promotion Strategy Analysis Model (HELPSAM), the
- 2) “Sundsvall Pyramid of Supportive Environments”, and
- 3) “Supportive Environments Action” model (SESAME), which illustrates a logical sequence of actions that takes place in many areas of human activity

Recommendations of Global Conferences on Health Promotion

1997 - Jakarta:

The Conference not only endorsed the results of the previous International Conferences on Health Promotion, but also confirmed the relevance for both developing and developed countries of placing health promotion firmly at the centre of health development

Recommendations of Global Conferences on Health Promotion

2000 -Mexico: Health Promotion recognize the attainment of highest possible standard of health.

2005 - 6th Bangkok Charter for HP in a Globalized World identified challenges, action with four key commitments are to make the promotion of health:

- central to the global development agenda
- a core responsibility for all of government
- a key focus of communities and civil society
- a requirement for good corporate practice

Recommendations of Global Conferences on Health Promotion



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

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