

# CONCEPT OF HEALTH EDUCATION & HEALTH PROMOTION – PART I

SPS459 PROMOTION OF EXERCISE & HEALTH



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# Learning objectives:

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At the end of the lecture, students should be able to:

- Understand and define health
- Describe the factors that influence health
- Understand and describe the concept of health education and health promotion

# Definition of

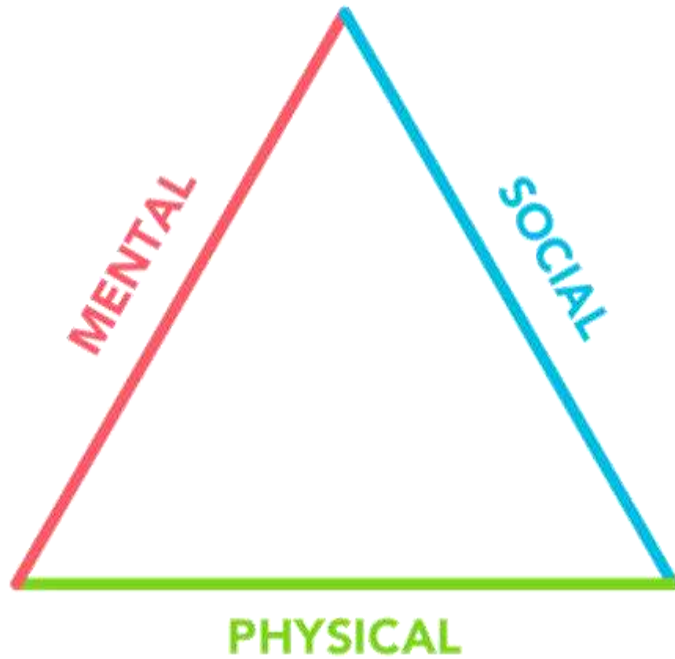


Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.



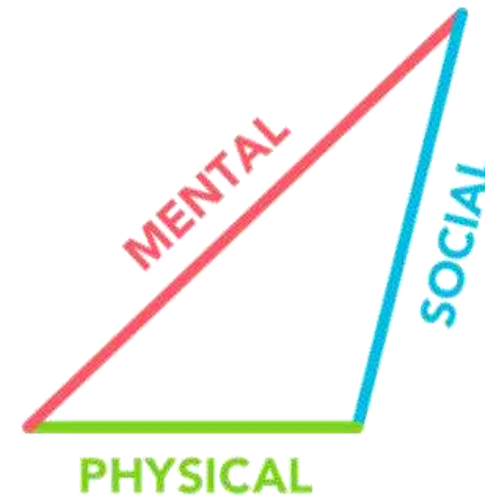
Now, choose only ONE triangle.

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Balanced Health Triangle

VS



Unbalanced Health Triangle



# Health Triangle

- Relationships
- Skills of Refusal
- Communication
- Proper Use of Media



- Positive Self Concepts
- Understanding Emotions
- Stress Management
- Decision Making

- Exercise
- Nutrition
- Disease Prevention
- Hygiene

# Determinants of health

<b>Factors</b>	<b>Examples</b>
Individual	Attitude, knowledge, beliefs, self-efficacy, heredity, lifestyle behavior
Environmental	Facilities, physical environment, water supply, transportation
Social	Social support, cultural norms
Service	Availability, accessibility, acceptability
Political	Policies
Financial	Incentives for prevention
Legislative	Regulations, laws
Biological	Age, sex, genetics

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- Draw a line across a sheet of paper.
  - Put a dot at each end of the line. The beginning of the line represents birth. Place 10 year increments from birth till death.
  - At the end of the line put the number of years you wish to live.



# NOW TAKE OFF THE FOLLOWING NUMBER OF YEARS FOR THE FOLLOWING HABITS:

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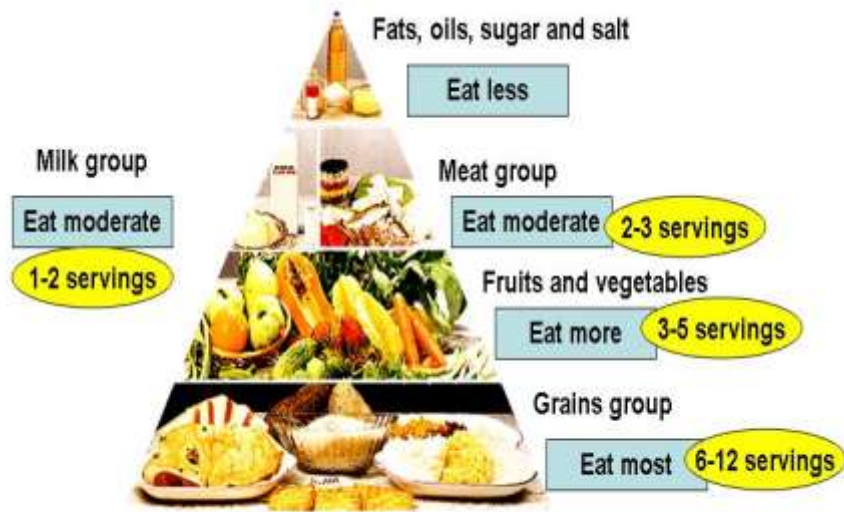
- Smoking 2 packs of cigarettes a day~ 8 years
- Drinking alcohol 3 or more ounces a week~ 10 years
- Overeating (more than 2500 calories per day)~ 5 years
- Eating too much fat (pork, beef, cheese) in your diet~ 5 years
- Eating lots of sugar~ 8 years
- Not exercising at least 3 times a week~ 10 years
- Being overweight~ 10 years
- Having lots of stress in your life~ 7 years

So, living to \_\_\_\_\_ suddenly changes to living to \_\_\_\_\_



# LIFESTYLE FACTORS: THESE HABITS HELP WITH A PERSON'S OVERALL HAPPINESS AND LONGEVITY (HOW LONG THEY LIVE)

## MALAYSIAN FOOD PYRAMID



6-8 HOURS  
SLEEP PER DAY



**Do 20-30 minutes of  
vigorous physical  
activity 3 times a week**





**PREVENTION IS BETTER THAN CURE**

Based on the table of determinants of health, classify the factors as modifiable or nonmodifiable factors.

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<b>Modifiable factors</b>	<b>Nonmodifiable factors</b>

# THE HEALTH PROMOTION ICEBERG

Disease

Lifestyle risk factors

**Daily living conditions**  
such as housing,  
employment,  
social support,  
crime & safety

**Economic and social structures** – local, regional, national and global power & wealth distribution, fiscal policy, gender & class



*Fran Baum (2019) from Baum FE. More than the tip of the iceberg: health policies and research that go below the surface. Journal of Epidemiology & Community Health 2009; 63: 957*

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# HEALTH PROMOTION

Enabling people to  
take control over  
and to improve health





# World Health Organization Ottawa Charter of Health Promotion

Health Promotion is the process of enabling people to increase control over the determinants of health.



# 1. Build Healthy Public Policy

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- Health promotion policy combines diverse but complementary approaches, including legislation, fiscal measures, taxation and organization change.
- Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors and the development of ways to remove them.
- E.g.: reviewing policies such as smoking in the workplace & public places, crop substitution, tobacco marketing practices & smoking on public transportation, amending the criminal code, improving road safety, making police enforcement more efficient & controlling the availability of alcohol

## 2. Create Supportive Environment

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- The protection of the natural and built environments, and the conservation of natural resources must be addressed in any health promotion strategy.
- E.g.: recreational places, free smoke environment



# 3. Strengthen community actions

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- Community development draws on existing human and material resources to enhance self-help and social support, and to develop flexible systems for strengthening public participation in, and direction of, health matters.
- This requires full and continuous access to information and learning opportunities for health, as well as funding support.
- To assert control over the factors which affect their health

# 4. Develop Personal Skills

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- Enabling people to learn (throughout life) to prepare themselves for all of its stages and to cope with chronic illness and injuries is essential.
- This has to be facilitated in school, home, work and community settings.



# 5. Reorient Health Services

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- The role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services.
- Reorienting health services also requires stronger attention to health research, as well as changes in professional education and training.
- Greater emphasis on providing services to groups that are disadvantaged

# 5. Reorient Health Services

## TESTS

BLOOD  
PRESSURE  
DIABETES  
CHOLESTEROL



## CANCER SCREENINGS

MAMMOGRAMS AND COLONOSCOPIES



## INTERVENTION

quit smoking  
lose weight  
eat healthy  
identify depression  
reduce alcohol use  
avoid sexually transmitted diseases



## STD

## SCREENINGS

SEXUALLY TRANSMITTED  
INFECTIONS



## REGULAR VISITS

WELL-WOMAN, WELL-BABY, AND WELL-CHILD



## CARE

FOR HEALTHY PREGNANCIES

## VACCINATIONS

FLU, PNEUMONIA, MEASLES,  
POLIO, MENINGITIS AND OTHER DISEASES

