

CONCEPT OF HEALTH EDUCATION & HEALTH PROMOTION – PART II

SPS459 PROMOTION OF EXERCISE & HEALTH

Health Promotion

Vs

Health Education

Learning objectives:

At the end of the topic, students should be able to

Define health promotion

Describe the process of health promotion

Describe health education

Understand the roles and responsibilities of health educators

I still
remember
every word
you said.



Determinants of Health

Factors	Examples
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

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



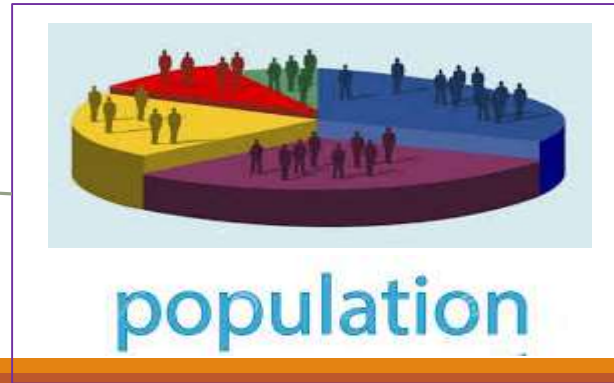
Fran Baum (2019) from Baum FE. More than the tip of the iceberg: health policies and research that go below the surface. Journal of Epidemiology & Community Health 2009; 63: 957

What is HEALTH PROMOTION?

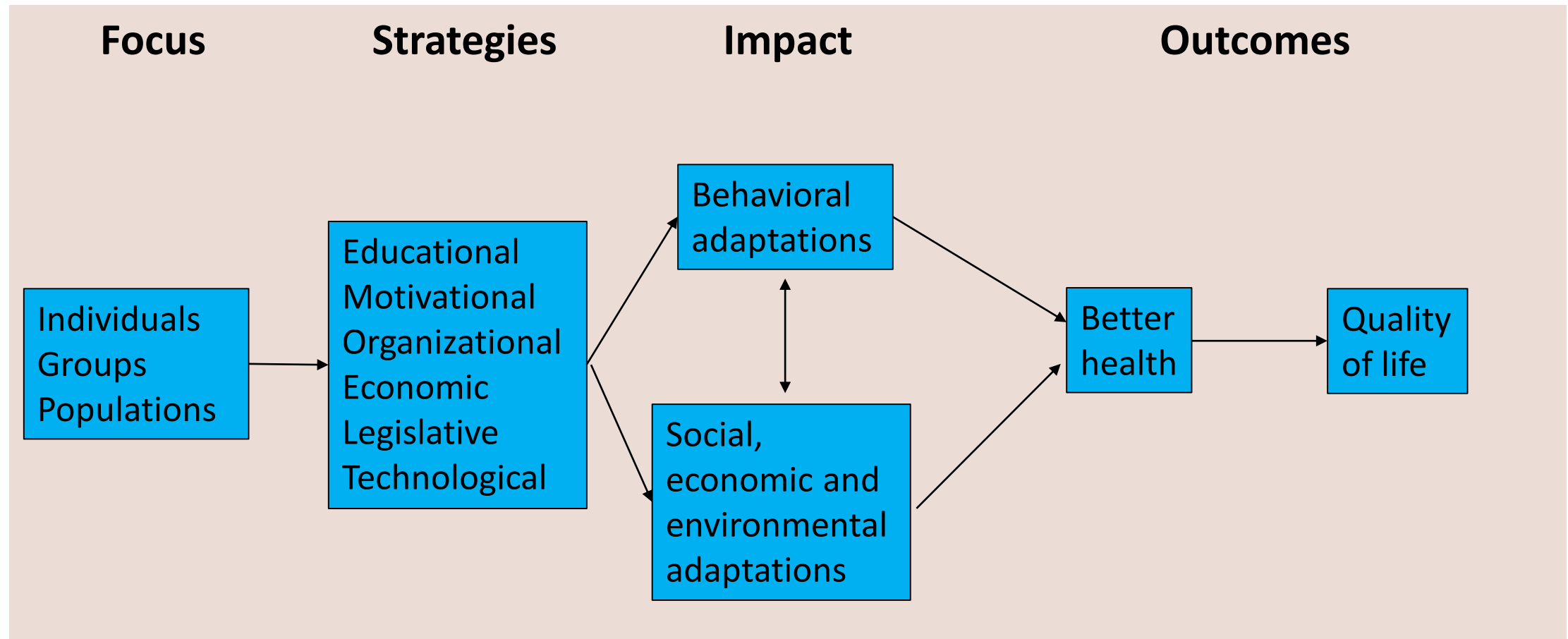
Health Promotion is the process of enabling people to increase control over the determinants of health.

Modifiable factors

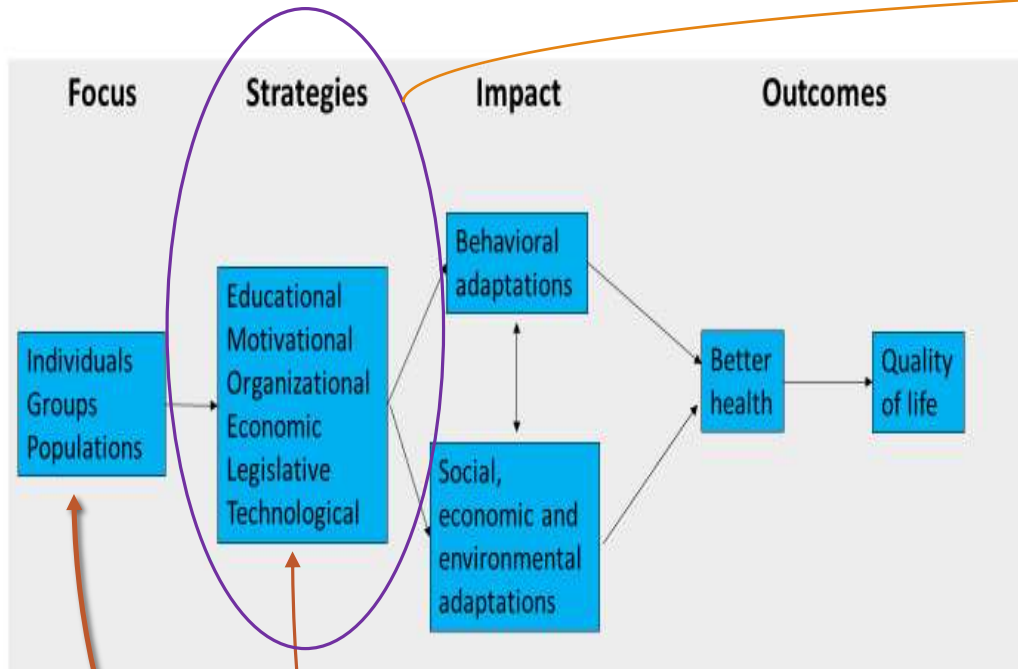
Nonmodifiable factors



The Process of Health Promotion



The Process of Health Promotion

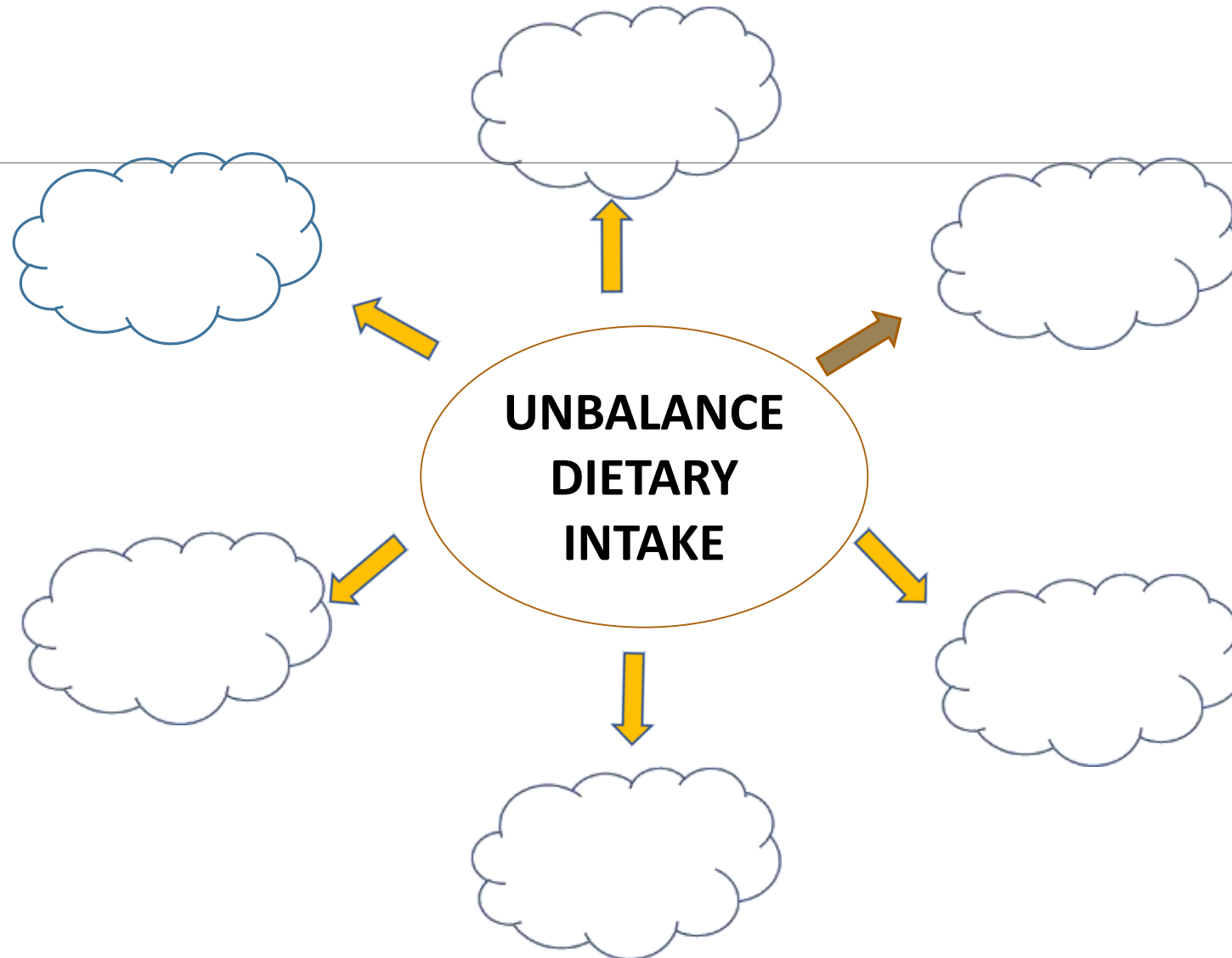


Health Promotion is the process of enabling people to increase control over the determinants of health.

Areas of Health Promotion Activities

- 1 Health education programmes
- 2 Preventive health services (Primary, secondary, tertiary)
- 3 Community-based work
- 4 Organization development
- 5 Healthy Public Policy
- 6 Environmental health measures
- 7 Economic and regulatory activities

In a piece of paper, map various factors influence unbalance dietary intake



Based on your mind map of factors that influence unbalance dietary intake, categorized each factors into focus, and identify the best strategies to solve the factors

Focus	Strategies
Individuals	
Groups	
Population	

Areas of Health Promotion Activities

1

Health education programmes



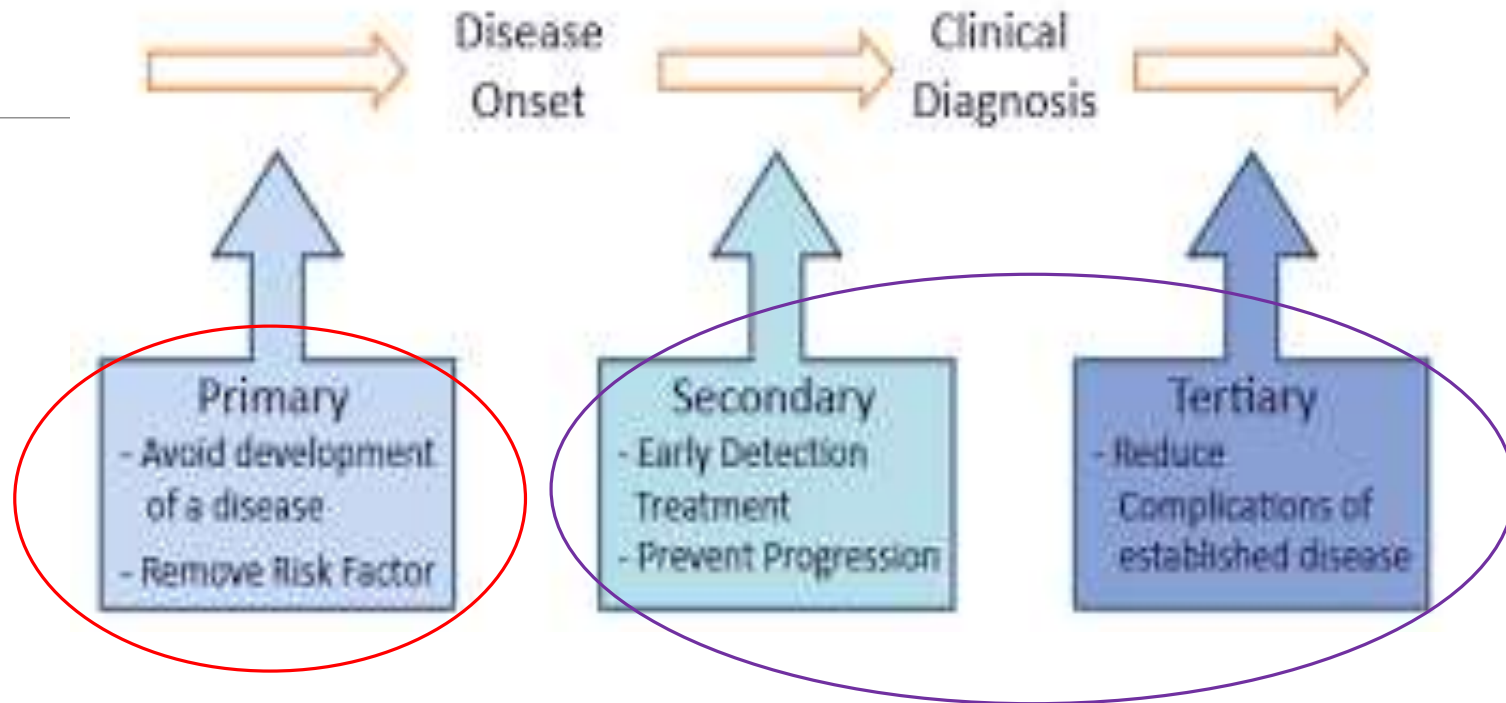
Areas of Health Promotion Activities

2

Preventive health services (Primary, secondary, tertiary)

Preventive care is care that helps detect or prevent serious diseases and other medical issues before they become worse.

Levels of Prevention Strategies



Areas of Health Promotion Activities

3

Community-based work



Community involvement in COMBI Program



Community-based interventions in improving tuberculosis treatment outcomes in rural South Africa



Community-based interventions in rural South Africa

Areas of Health Promotion Activities

4

Organization development



DR. NORAINI MANSOR



Areas of Health Promotion Activities

5

Healthy Public Policy



Smoke-free legislation



Speed limit



Nutrition content on food label



Areas of Health Promotion Activities

6 Environmental health measures



highway still used first generation noise barriers. In South Korea, China and Japan, transparent panels covering the roads are common but while the technology exists here, cost is an issue.

We haven't gone into building such enclosures, according to Dr Leong, but the Seremban-Pangkal Expressway, Dumai-Selangor Shah Alam Highway, Kuala Lumpur-Klang LRT rail in the Klang Valley, and the proposed Penang LRT will see the next generation of noise barriers being installed.

These, he says, are much more effective in noise mitigation because they cover a larger portion of the road.

"We're using acoustic metal panels instead of polycarbonate or plexiglass - which can cost five times more - to absorb sound.

The panels are covered by a curved mesh designed by architect Iijima Kazumi."

Generally, noise levels will only increase up to a certain point before they level off as road construction stops.

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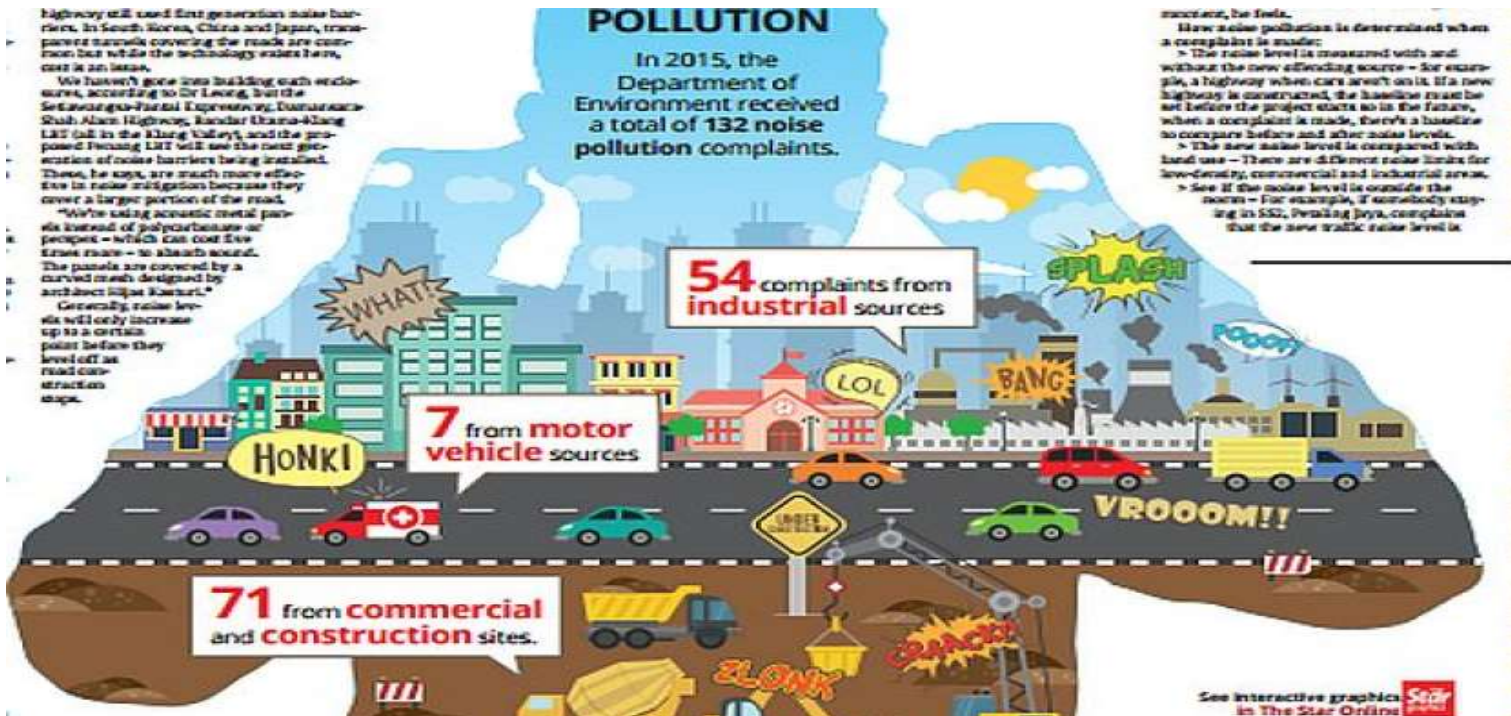
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POLLUTION

In 2015, the Department of Environment received a total of 132 noise pollution complaints.



How noise pollution is determined when a complaint is made:

- > The noise level is measured with and without the new affecting source - for example, a highway when cars aren't on it. If a new highway is constructed, the baseline must be set before the project starts so in the future, when a complaint is made, there's a baseline to compare before and after noise levels.
- > The new noise level is compared with land use - There are different noise limits for low-density, commercial and industrial areas.
- > See if the noise level is outside the norms - For example, if somebody staying in S52, Penang Jaya, complains that the new traffic noise level is

See interactive graphics in The Star Online

Areas of Health Promotion Activities

7

Economic and regulatory activities

PATUHI HARGA MAKSIMUM AYAM & TELUR GRED KAWALAN YANG DITETAPKAN

Harga Siling Runcit (di semenanjung sahaja)

AYAM STANDARD: RM9.40	GRED A: RM0.45
AYAM SUPER: RM10.40	GRED B: RM0.43
	GRED C: RM0.41

Nota: Sila rujuk portal rasmi KPDNHEP bagi harga kawalan ayam & telur ayam di kawasan selain Semenanjung

Kegagalan pematuhan harga & tanda harga ayam & telur gred kawalan boleh dikenakan tindakan tegas di bawah **Akta Kawalan Harga dan Antipencapaian Harga 2008**

Price controls for essential products

HARGA RUNCIT MINYAK // 23 MAC - 29 MAC 2023

RON95 RM 2.05 =0.00	RON97 RM 3.35 =0.00	DIESEL RM 2.15 =0.00
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HARGA MAKSIMUM BORONG DAN RUNCIT BAGI TOPENG MUKA

1 Topeng Muka (Pembedahan/Parutatan) 1 Lapisan (Gelang Telinga) BORONG: RM 5.00 sekotak RUNCIT: RM 7.00 sekotak (RM 0.15 seunit)	2 Topeng Muka (Pembedahan/Parutatan) 2 Lapisan (Gelang Telinga) BORONG: RM 8.00 sekotak RUNCIT: RM 10.00 sekotak (RM 0.20 seunit)
3 Topeng Muka (Pembedahan/Parutatan) 3 Lapisan (Gelang Telinga / Gelang Kepala / Dataran Runcit) BORONG (30 unit): RM 75.00 sekotak (RM 1.50 seunit) RUNCIT: RM 100.00 sekotak (RM 2.00 seunit)	4 Topeng Muka (Pembedahan/Parutatan) N95 BORONG: RM 100.00 sekotak RUNCIT: RM 6.00 seunit

DR. NORAINI MANSOR

PAS PENGANGKUTAN AWAM KELUARGA MALAYSIA

Diumumkan Perdana Menteri Datuk Seri Anwar Ibrahim pada 11 Mei 2022

Diumumkan Perdana Menteri Datuk Seri Anwar Ibrahim

Mengaplikasikan wang rami guna pengangkutan awam

Diisi semula & mengoperasikan larian antara Lembah Klang

PAS KELUARGA MALAYSIA

Isiut ke berbagai destinasi mengahilkan keluarga Malaysia berbilang, berbilang & mengahilkan masa berbilang dengan wang berbilang. Ini semua berbilang pada satu berbilang yang berbilang berbilang berbilang yang berbilang & berbilang berbilang berbilang berbilang di Kuala Lumpur & Selangor.

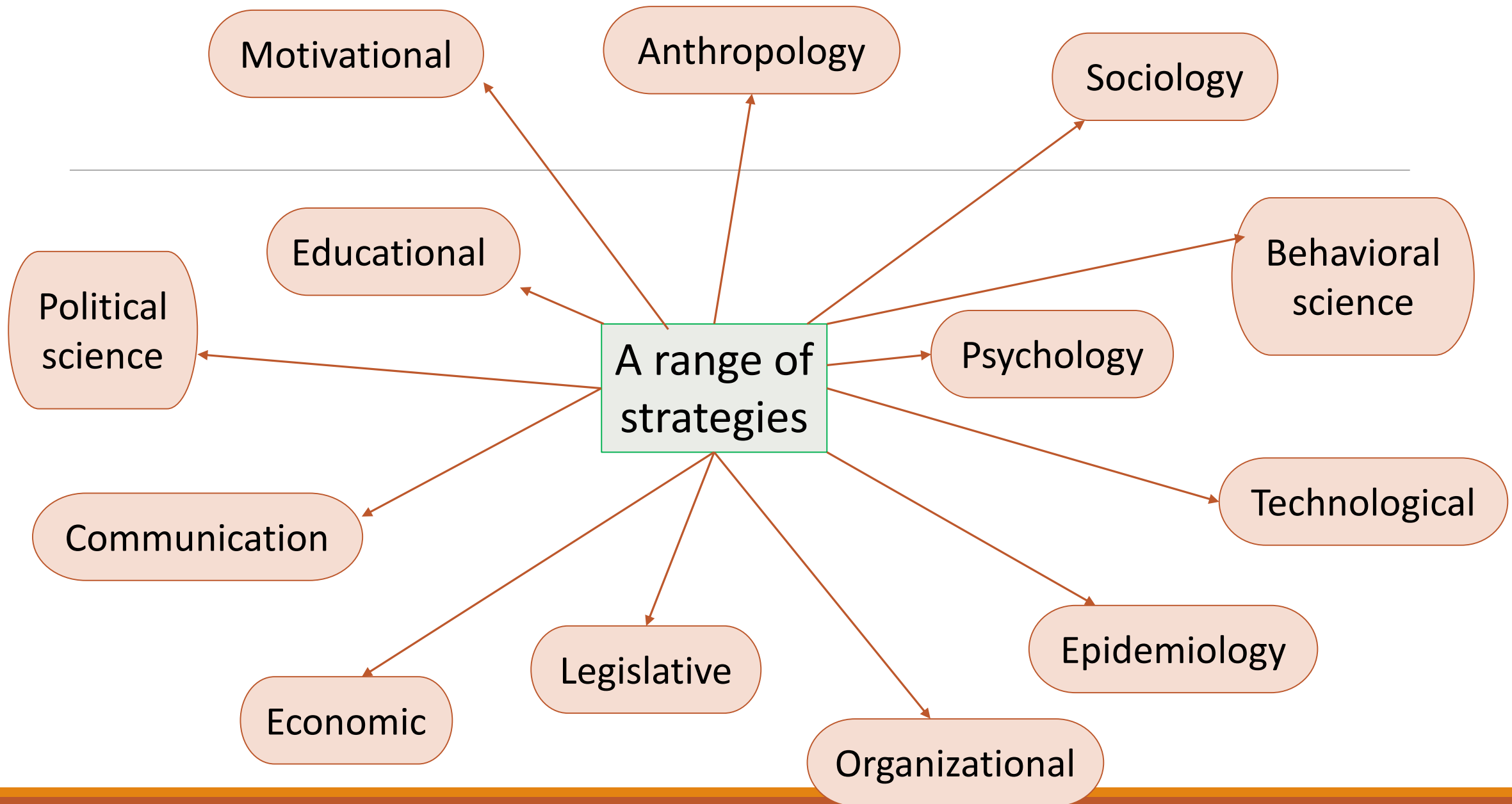
Datuk Seri Anwar Ibrahim

RT - Rapid Transit Kelang
 MRT - Rapid Rail Klang
 MBT - Transit Rapid Bus

Tariff for transport services

Health Promotion

- Health Promotion (HP) is about **raising the health status** of individuals & communities
- The **major determinants of health** are **social, economic & environment, aspects which are often outside individual** or even collective control
- The fundamental aspect of HP is **to empower people to have more control over aspects of their lives** which affect their health
- HP encompasses the principles that underlie a series of strategies that seek to foster conditions that allow populations to be healthy and to make healthy choices



Health Promotion

The combination of **educational (Health Education)** & **environmental (social, political, policy, economic, organizational and regulatory circumstances bearing on health)** support for actions & conditions of living conducive to health

Green & Kreuter (1991)

- HP is used as the umbrella term to encompass all activities in which **health education** is very important in HP
- HP represents a comprehensive social & political process, it is not only embraces actions directed at strengthening the skills & capabilities of individuals but also action directed towards changing social alleviate their impact on public & individual health
- **Participation** is essential to sustain health promotion action.

Health Promotion

The aggregate of **all purposeful activities designed to improve personal & public health** through a combination of strategies:

- The competent implementation of behavioral change strategies
- Health Education
- Health Protection measures
- Risk factor detection
- Health enhancement
- Health maintenance.

Joint Committee H. Edu (HP & Disease Prevention) (1991)

Health Promotion

Any **combination of Health Education and related organizational, political and economic interventions** (systematically planned health promotion programs) designed to facilitate behavioral environmental adaptations that will improve or protect health

Definition by USDHHS (1980)

Health Promotion

- Health Promotion is a broader term than Health Education
- Health Education is an important component of Health Promotion and it is firmly implanted in it.
- The success of the HP programs are very depending on the proper planning before implementing the program
- Thorough planning process are usually the most successful programs



Health Education

The **continuum of learning which enables people**, as individuals & as members of social structures, **voluntarily make decisions, modify behaviors and change social conditions in ways which are health enhancing**

Health Education

JOINT COMMITTEE ON HEALTH EDUCATION TERMINOLOGY REPORT (1991)

The continuum of learning which enables people, as individuals & as members of social structures, voluntarily make decisions, modify behaviors and change social conditions in ways which are health enhancing

GREEN, KREUTER, DEEDS & PATRIDGE (1980)

Any combination of learning experiences designed to facilitate voluntary adaptation of behavior conducive to health

WORLD HEALTH ORGANIZATION (WHO 1998)

- Health Education comprises consciously opportunities for learning involving some form of communication designed to improve health literacy, including improving knowledge & developing life skills, which are conducive to individual & community health

Health Education

In the simplest term

- Health Education is the **process of educating people about health**
- Health education is not only concerned with the communication of information but also with fostering the motivation, skills & confidence (self-efficacy) necessary to take action to improve health

International Conference of Health Promotion (ICHP)

ICHP	Venue & Date	Results
First ICHP	Ottawa, Canada, 17 – 21 November 1986	Ottawa Charter for Health Promotion
Second ICHP	Adelaide, Australia, 5-9 April 1988	Adelaide Recommendations on Healthy Public Policy
Third ICHP	Sundsvall, Sweden, 9-15 June 1991	Sundsvall Statement on Supportive Environments for Health
Fourth ICHP	Jakarta, Indonesia, 21 – 25 July 1997	Jakarta Declaration on Leading Health Promotion into the 21st Century
Fifth GCHP (Global Conference on Health Promotion)	Mexico City, 5 – 9 June 2000	Mexico Ministerial Statement for the promotion of health
Sixth GCHP(Global Conference on Health Promotion)	Bangkok, Thailand, 7 – 11 August 2005	Bangkok Charter for Health Promotion in a Globalized World
Seventh GCHP (Global Conference on Health Promotion)	Kenya, 26-30 October 2009	Nairobi Call to Action
Eighth GCHP (Global Conference on Health Promotion)	Helsinki Finland, 10 - 14 June 2013	The Helsinki statement on Health in All Policies
Nineth GCHP (Global Conference on Health Promotion)	Shanghai China, 21-24 Nov 2016	Health for all and all for health

Health Educators

- Basically health educators are to **deliver health information**
- Health educators **working in a variety settings**: schools, colleges & universities, worksites, community agencies and sites where Primary Care is provided such hospitals health maintenance organizations
- The 1985 National Task Force on the Preparation and Practice of Health Educators has identified seven responsibilities.

SEVEN AREAS OF RESPONSIBILITY

(Role Delineation Project: Responsibilities & Competencies for Entry-Level Health Educators)

1. Assessing Individual & Community Needs for Health Education

- Conducting needs assessments requires knowledge of the many factors, both intermediate and global, that can influence health
- Information can be obtained from both primary & secondary sources
- Primary data – collected through methods such as surveys, interviews and forums
- Secondary data – collected previously

SEVEN AREAS OF RESPONSIBILITY

2. Planning Effective Health Education Programs

- Must able to communicate well
- Must very knowledgeable and skillful person in order to plan a program including writing measurable objectives

3. Implementing Health Education Programs

- Program implementation follows the planning process
- Must understand and use a variety of instructional methods
- Must able to determine the knowledge and ability levels of participants

SEVEN AREAS OF RESPONSIBILITY

4. Evaluating the Effectiveness of Health Education Programs

- Determining the standard of performance and establishing evaluation methods
- Select and/or develop survey for evaluation process

5. Coordinating the Provision of Health Education Services

- Facilitate communication among program personnel and between personnel and outside agencies
- Promote collaboration efforts and training personnel

SEVEN AREAS OF RESPONSIBILITY

6. Acting as a Resource Person in Health Education

- Must able to utilize computerized information-retrieval systems and interpret and respond to request for health information
- To establish consultative relationships with individuals or groups requiring assistance health-related problems

7. Communicating Health & Health Education Needs, Concerns & Resources

- Understand health behavior theories and historical aspects of health education
- Serve as the liaison between individuals and other health care providers

ASSUMPTIONS OF HEALTH EDUCATION

- Health status can be changed
- Disease occurrence theories and principles can be understood
- Appropriate prevention strategies can be developed to deal with the identified health problems
- An individual's health is affected by a variety of factors, not just lifestyle include heredity, environment and the health care system

ASSUMPTIONS OF HEALTH EDUCATION

- Changes in individual and societal health behaviors and lifestyles will affect an individual's health status positively
- Individuals, families, small groups and communities can be taught to assume responsibilities for their health, which in turn changes their health behaviors and lifestyles
- Individual responsibility should not be viewed as victim blaming
- For **health behavior change to be permanent**, an individual must be **motivated and ready to change**

HEALTH & COMMUNITY PERSPECTIVE

In order to attain health, a person must go beyond absence of disease

This process requires individual knowledge about:

- ✓ Health
- ✓ Wellness
- ✓ Enhancing actions

HEALTH & COMMUNITY PERSPECTIVE

Many aspects of life influence an individual's level of wellness “whole person”

- Intellectual
- Physical
- Emotional
- Spiritual
- Environmental
- Social & interpersonal



**Influence
Health**

Components of Wellness

