

Health science

Study guide unit 5 Health promotion

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.

Health promotion

Gives people the information and skills to care for their health. It can be aimed at small groups of people or large groups e.g. the entire population

Health promotion is adverts on tv or applications that encourage you to eat healthier or do more exercise



Health education

Uses medical sciences to teach people about health and well-being. It aims to increase peoples knowledge and understanding of health.

Approaches to health education

Individual approach
Group approach
Mass audience approach



1

INDIVIDUAL APPROACH

One-to-one health education

2

GROUP APPROACH

When a health educator or medical professional teaches a group of people

3

MASS AUDIENCE APPROACH

Uses the media to reach large population groups





1 Good governance

Laws and policies that encourage healthy behaviors, hopefully people will make better choices

2 Healthy cities

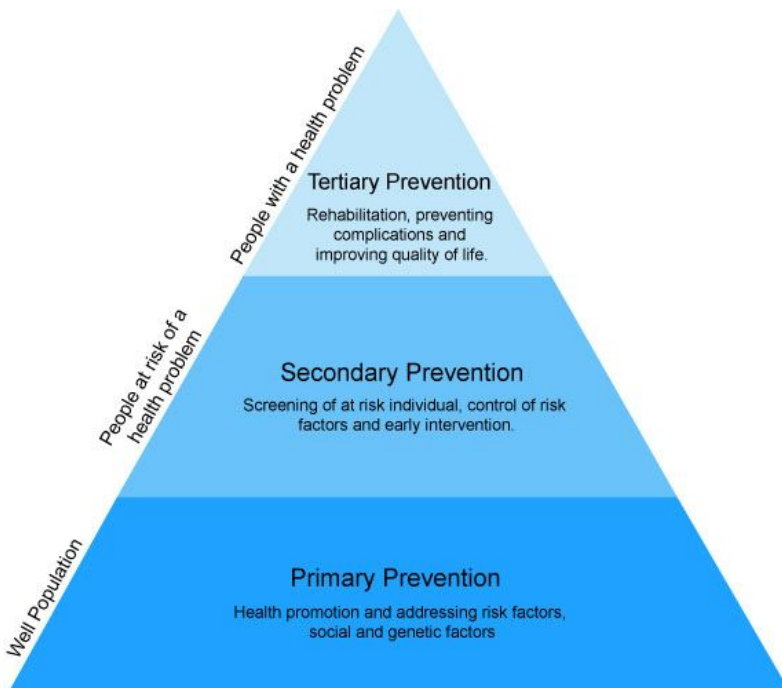
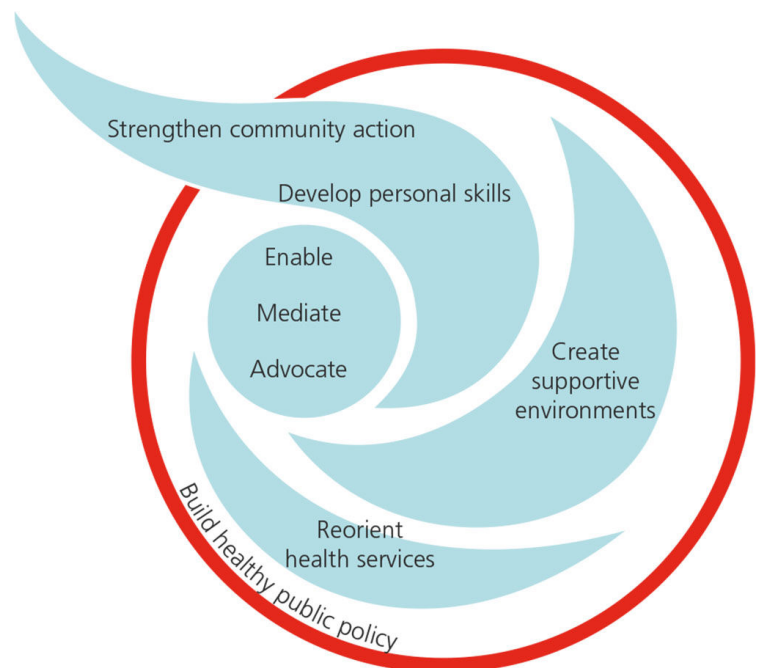
Creating spaces in towns and cities that allow people to healthier lifestyles

3 Health literacy

Increasing peoples knowledge about health, the more informed people are, the better choices they will make.

The Ottawa charter for health promotion

This was created by the WHO as a framework for health promotion



Approaches to health promotion

- Behavioural change approach
- Client-centered approach
- Social-environmental approach
- Educational approach
- Preventative medical approach

Preventative medical approach



Health promotion in UAE 🇦🇪

Health promotion in the UAE is very popular. Campaigns happen every day. Some campaigns may be specific to your school, your community, or your emirate. Some are aimed at females only or males only. Some are aimed at older people, younger people, teenagers, or parents of young children. Sometimes campaigns are aimed at the whole population.

UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION



National Committee
on Sustainable Development Goals



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Planning a health promotion campaign

In order for a health promotion campaign to be successful, it needs to be planned properly.
It can be a long process, there are lots of things that planners need to think about.

They need to do lots of research.

Two very important things are:

- A needs assessment
- Target setting

Needs assessment

This will tell you what areas of health need to be addressed, and which groups of people need to be targeted at that time.

Target setting

Create the aims of the campaign.
It should include all the basic details about the health promotion campaign.



The difference between public health and clinical medicine:

Public health	Medical care system
Targeted to: Population health	Individual health (sick)
1. Assessment: problem identification for a group of individuals	1. Diagnosis
2. Assuring necessary interventions are put into place	2. Treatment
3. Policy development: collectively deciding which intervention is the best for the problems identified.	3. Formulation treatment plan

Healthcare professionals as health educators

Lots of people have the job of promoting good health and healthy behaviours.
Healthcare professionals, schools, health services and governments have the responsibility to promote health.

Nurses are one professional who have a very important job in health education, they should use every opportunity to educate their patients.