



UNIT 5

HEALTH PROMOTION

UNIT SUMMARY

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CHANNEL

HEALTH PROMOTION AND HEALTH EDUCATION

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. *(WHO definition)*

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.

The **goal** of health promotion is to

- make people healthier
- reduce the risk of developing diseases.

Examples of health promotion include:

- Adverts on television or other applications
- Posters or leaflets in hospitals, malls, or schools
- Local hospital or pharmacy notices about screening for things like diabetes

Health education uses medical sciences to teach people about health and well-being.

Health education **aims** to increase people's knowledge and understanding of health.

Health education can be in

- schools,
- local communities,
- medical settings,
- and on the internet through official social media accounts and medical websites.

The overall aim of health education is to improve the health of the individual as well as their family, friends, and community.

People need to learn what health services are available to them. Health education teaches people what services they will find in their local area. It should also teach people what type of doctor they need to see, depending on their injury or illness.

Health education teaches people about various illnesses. It also teaches people how diseases can be passed from one person to another. People can also learn to notice some of the signs and symptoms of these illnesses.

HEALTH PROMOTION AND HEALTH EDUCATION

Early diagnosis of any disease is very important. The sooner a disease is diagnosed, the sooner a doctor can give treatment or a cure for the disease without causing more damage to the body.

Approaches to Health Education

There are three different approaches to health education. These approaches describe how information is given to people in order to educate them.

1. Individual Approach

The individual approach is one-to-one health education.

This may happen in a hospital as part of a clinic consultation with a doctor, nurse, health educator or other healthcare professional. It may also be in a non-medical setting, for example, at home with a community health professional.

2. Group Approach

The group approach is when a health educator or medical professional teaches a group of people about a topic related to health.

This can happen in a medical setting, community setting, school or workplace.

3. Mass Audience Approach

The mass audience approach to health education uses the media to reach large population groups.

Health education may be presented through television, radio, newspapers, social media, and other online sources. It aims to educate a lot of people to improve their health.

The Difference Between Health Promotion and Health Education

The aims of health promotion and health education are both the same. The main difference is that:

- Health education is an area of study.
- Health promotion is like a type of advertisement for a healthy lifestyle.

Health promotion is one-way communication. It puts the responsibility of making healthy choices on the individual rather than health professionals.

Health education is provided by professionals, normally to people who need the information most. If health education is delivered through the individual or group approach, people have the chance to ask questions or check things they are not sure of with a health professional.

PRINCIPLES OF HEALTH PROMOTION

The Pillars of Health Promotion

There are three pillars of health promotion designed by the WHO. Normally, a health promotion campaign or intervention will belong to one of the three pillars.

1. Good Governance

Health promotion interventions that require laws and policies to be created are part of the good governance pillar. By creating laws and policies that encourage healthy behaviours, people tend to make healthier decisions.

An example of good governance in the UAE is the 50% tax added to sugary drinks (2017). If people are buying less sugary drinks, they are less likely to develop obesity and diabetes.

Another example is the law that passengers in the back seats of cars must wear seat belts (2017). The aim is for fewer deaths in car accidents.

2. Healthy Cities

Health promotion from the healthy cities pillar is all about creating spaces in towns and cities that allow people to have healthier lifestyles. It also includes organising events that encourage healthy behaviours such as fun runs and marathons.

Examples in the UAE include “Ras Al Khaimah Half Marathon” and “Dubai Fitness Challenge 30x30”.

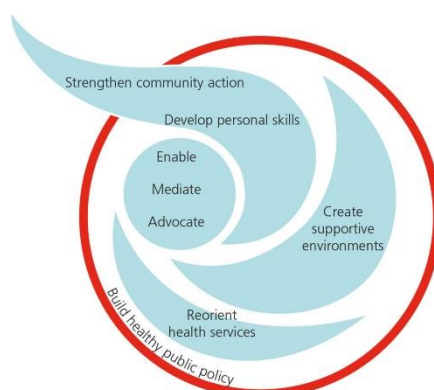
3. Health Literacy

Health literacy is about increasing people’s knowledge about health. Health literacy means more than being able to read leaflets, make doctor’s appointments, understand food labels, or follow instructions from a doctor.

Health education is linked with health literacy. An example of health literacy is the use of warning messages on cigarette packets. These messages are used to teach people about the huge dangers of smoking.

The Ottawa Charter for Health Promotion

The Ottawa Charter for Health Promotion was created by the WHO as a framework for health promotion.



PRINCIPLES OF HEALTH PROMOTION

Three Basic Strategies for Health Promotion

The blue circle in the middle of the Ottawa Charter has three basic strategies for health promotion:

- **Advocate** - Advocacy can help overcome major barriers health. Barriers include social and environmental issues such as poor living and working conditions, not just the barriers related to personal health behaviours.
- **Enable** - Health promotion enables everyone to have fair and equal access to resources and information that impact health.
- **Mediate** - Health promotion should involve a range of sectors/organisations, not just the health sector. This includes governments, non-government organisations, community groups/schools, international organisations, media and others.

Five Areas for Action

The three wings and the red circle show the five main action areas that the Ottawa charter highlights as important areas for health promotion:

1. Develop Personal Skills

This is about developing people's skills in order to improve health. Health promotion that aims to do this usually is presented on information leaflets or health education classes.

2. Create Supportive Environments

Creating healthy environments includes things like making sure there are enough green spaces and parks for people to exercise. It can also include healthy schools or workplaces.

3. Strengthen Community Action

This is when a community comes together to improve their health. It may include planning community events such as fitness challenges. It also includes creating community centres and support services in local areas.

4. Reorient Health Services

This means changing the focus of health services. Certain services focus on the treatment of disease rather than preventing it in the first place. Reorienting health services may include prevention strategies such as screening services and vaccination programmes.

5. Build Healthy Public Policy

Public health policies are laws and regulations that help to protect or improve health. It protects the health of individuals and makes it easier for people to make healthier choices.

It may include things such as:

- laws against smoking in public areas.
- laws that state that you must wear a seatbelt in cars.
- laws about wearing a mask.

APPROACHES TO HEALTH PROMOTION

Approaches to Health Promotion: are the ways that health promotion strategies are carried out.

The main approaches to health promotion include:

1. Behavioural Change Approach

This approach is aimed at individuals or groups whose lifestyle or behaviour increases their risk of illness. It can make nutritional changes to improve diet or to increase physical activity. This is done through health education and advertisements: leaflets, posters, radio, and TV adverts, etc.

2. Client-Centred Approach

This approach is usually on a one-to-one basis with the individual and a health professional or a health educator. It involves working with the individual to find out what needs to be changed and to make a plan on how to do it.

3. Socio-Environmental Approach

This approach is aimed at large groups of people. It may involve changing regulations. These could be regulations within your emirate or policy in your school.

The socio-environmental approach can be carried out in the following ways:

- Create a healthy environment; for example, having a covered area in school where you can exercise away from the sun.
- Changing rules or policies; for example, no sugary foods or drinks will be sold in schools.
- Working with communities to improve health services.

4. Educational Approach

This approach is aimed at groups of people. It uses health education to increase people's knowledge and understanding of health issues. This allows people to make decisions about their health based on the knowledge they have been given.

5. Preventative Medical Approach

This is the medical approach to health promotion. It focuses on preventing diseases before they happen and treating existing conditions to avoid further diseases. This may include immunisation against certain diseases and regular screenings.

There are **three** categories of the preventative medical approach:

- **Primary Prevention:** Primary prevention aims to stop a disease or injury before it happens.

Ways to stop a disease or injury before it happens include:

- Education about a healthy lifestyle.
- Vaccinations against diseases.
- Policies and laws to keep people safe.

APPROACHES TO HEALTH PROMOTION

- **Secondary Prevention:** Secondary prevention aims to recognise a disease or injury that is already present but in the early stages. It is aimed at people who are at risk of developing a disease.

Methods of secondary prevention include:

- Health screening for early detection of disease.
- Quick treatment as soon as a disease is diagnosed.
- Regular health checks.

- **Tertiary Prevention:** Tertiary prevention aims to manage diseases and injuries which already exist and prolong a good quality of life for people who have long-term health problems.

Methods of tertiary prevention include:

- Health education about how to properly care for their disease.
- Physiotherapy or rehabilitation programmes.
- Regular medicine prescriptions.
- Support groups for people who share the same illness.



HEALTH PROMOTION IN THE UAE

Health promotion in the UAE is very popular. Campaigns are happening every day.

Some campaigns may be specific to schools, community, or 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.

Ma'kom Programmes:

In 2017, MoHAP created the Ma'kom health promotion programme. The aim is to increase the number of UAE residents who choose healthy behaviours and reduce unhealthy behaviours.

There are four main health promotion programmes:

- Ma'kom for a healthier life
- Ma'kom for ideal weight
- Ma'kom for an active lifestyle
- Ma'kom for a balanced diet

Ma'kom for a Healthier Life:

Ma'kom for a healthier life uses all three pillars of health promotion to improve the health of the UAE population. Let's look at some of the campaigns that have been part of this programme.

1. Cutting Down on Sugar

This is an example of a health promotion intervention organised by the UAE government aimed at everyone in the UAE.

This campaign aimed to show people the health risks from eating too many sugary foods and drinks. Adverts were shown on TV, the internet, and social media. Posters were shown in hospitals, malls, billboards, and community parks.

2. Health Heroes Mobile Application

This health promotion campaign is targeted at children and the aim is to reduce childhood obesity in the UAE. It involves working with the individual to find out what needs to be changed and to plan on how to do it.

The app provides health information, helping them to have healthier lifestyles. The application educates children on health through a range of games. They are also encouraged to exercise regularly. It helps children make healthier choices when selecting food and it teaches good hygiene to prevent the spread of disease.



HEALTH PROMOTION IN THE UAE

Other Campaigns

- **Breast Cancer Awareness**

October is breast cancer awareness month. During this month, many activities are carried out to raise awareness of breast cancer and the importance of screening for all women, especially those over the age of 40.

- **COVID-19**

Since the beginning of the COVID-19 pandemic, there have been multiple health promotion campaigns ranging from stay-at-home messages, PCR testing, wearing PPE such as masks, social distancing, hand hygiene and more recently, vaccination campaigns. These campaigns took place on TV, radio, the internet, social media and billboards.

- **Keep on Beating**

The Keep on Beating campaign aims to make positive lifestyle changes and to identify risk factors related to cardiovascular disease including smoking, malnutrition, inactivity and stress.

The campaign has two goals:

- To raise awareness of cardiovascular disease and the risk factors associated with it.
- To help people recognise when they might be at risk of suffering from unrecognised, untreated cardiovascular disease.

Hospital Campaigns

Many hospitals throughout the country carry out their own health promotion campaigns.

- **Cleveland Clinic Abu Dhabi** launched a health promotion campaign called Mention It. This campaign was aimed specifically at men in the UAE and the goal was to encourage more men to address their health issues, whether mild or serious, with their doctor.

Cleveland Clinic Abu Dhabi also offered five days of free heart check-ups in a mall in Abu Dhabi to promote good heart health.

- **RAK hospital** provided free screening for diabetics to help them control their illness.

PLANNING A HEALTH PROMOTION CAMPAIGN

For a health promotion campaign to be successful, it needs to be planned properly.

This is quite a long process. Planners need to do lots of research. This research is done by collecting information from many different people and places.

Planning a health promotion campaign involves **two** very important things:

- Needs assessment
- Target setting

Needs Assessment

The first thing that should be done when planning a campaign is working out the health needs of the population. This means thinking about what health issues or problems are important right now. You will need to do some research to decide who the target audience of the campaign should be.

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

How to Carry out a Needs Assessment

Information can be collected through interviews or questionnaires. This information should then be taken and reviewed to work out what areas of health need to be addressed using health promotion.

The needs assessment should also show which areas of health are the most important, or need the most improvement to people right now.

Needs Assessment Questions

You need to ask good questions to get the information you need. Some questions you might ask include:

- What do you think the main health issue is right now?
- What groups of people are affected most by this issue?
- How common is this issue?
- How serious is the issue?
- How important is it to address this issue?
- Do you think that this issue can be fixed?

Target Setting

Target setting is developing a plan that can be used to guide people towards reaching a goal.

After the needs assessment is finished, the aims of the campaign need to be created. This is done using target setting.

What Does Target Setting Involve?

Target setting should include all the basic details about the health promotion campaign. You need to use the information that you have analysed from the needs assessment to complete the target setting.

PLANNING A HEALTH PROMOTION CAMPAIGN

Some of the basic details that should be included in the target setting are:

- The overall aim of the campaign
- Who is the campaign aimed at?
- What changes in health behaviour do you want to see?
- How long will the campaign last?

Planning the Campaign

Once the target setting is complete, you can then start to fully plan for the campaign. You may also start to make materials such as videos, posters, websites, etc.

The plan will help you to meet the aims of the campaign. It should include all the information about the campaign, and how it is going to be presented to the target audience.

If the campaign is being done as a group, the plan should be created with every person in the group involved. Everybody must agree on all parts of the plan.

It is also important that each team member is aware of every aspect of the plan in case they are needed to help with doing tasks that they are not involved with.

What Should be Included in the Plan?

All the following things should be included in the plan for a health promotion campaign:

- The aims of the campaign
- Targets/goals to be achieved
- Activities that will be carried out
- Who is responsible for each part of the campaign?
- How much money is needed?
- A schedule for each activity
- A back-up plan in case the original idea does not work
- Any training or skills that need to be learned
- All the resources and equipment that are needed
- How will the campaign be monitored?
- How will the results be measured?

Once your plan is finished, you are ready to begin organising and putting your campaign together.

It is a good idea to give yourself some time before starting the campaign. This will allow you to make sure all your materials are ready.

PUBLIC HEALTH AND MEDICINE

Medicine

Doctors and other medical professionals help us with our personal healthcare issues by diagnosing and treating our individual health problems.

Example: If you have an illness, a doctor will assess your symptoms, make a diagnosis, and prescribe medications to help you feel better.

Public Health

Public health deals with preventing disease and promoting health at a community or population level.

While doctors treat us when we're sick, public health professionals try to prevent us from getting sick in the first place. This is done by vaccinations or educating people about the risks of an unhealthy lifestyle.

Example: Public health professionals try to prevent the spread of COVID-19 by encouraging everyone who is eligible to get vaccinated.

Public Health and Medicine

There are a range of similarities and differences between the public health and medicine.

- **The Target Audience**

The biggest difference between public health and medicine is who the target audience is.

- Public health deals with health at a population level.
- Medicine deals with the health of each individual patient.

Public health professionals identify community or population health problems using scientific research.

A doctor or medical professional will diagnose a health problem by listening to the patient describe their symptoms and performing medical tests.

- **Overall Health**

When it comes to overall health, both public health and medicine have the same goal. This is to improve the overall health of people through health promotion, health education, and medical treatment.

- **Evidence-Based Information**

Both public health and medicine need to make informed decisions about the correct way to treat and prevent diseases. This is done by using research and previous experiences.

PUBLIC HEALTH AND MEDICINE

Public health professionals use two important indicators to measure population health:

- **Disease Prevalence:** is the number of individuals within a population who have a particular disease at a given time.
- **Disease Incidence:** is the number of new cases of a particular disease within a population in a given time period.

Prevalence tells us how widespread the disease is, while incidence tells us about the risk of contracting a particular disease.

- **Prevention Versus Treatment**

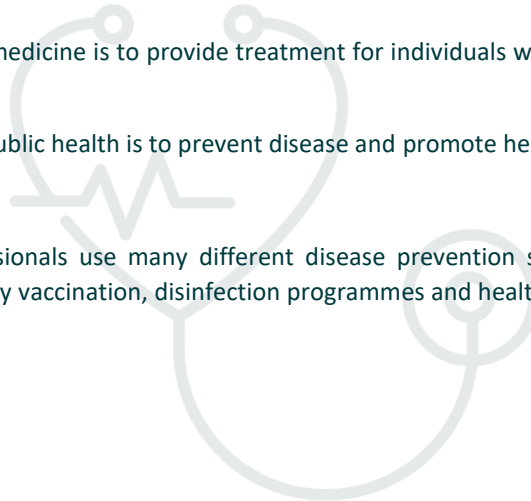
Another key difference between public health and medicine is that:

- Public health focuses on disease prevention and health promotion.
- Medicine focuses on disease treatment and care.

The primary goal of medicine is to provide treatment for individuals who already have a disease, such as lung cancer.

The primary aim of public health is to prevent disease and promote health at the population level.

Public health professionals use many different disease prevention strategies. This includes health education, community vaccination, disinfection programmes and health policies.



HEALTHCARE PROFESSIONALS AS HEALTH EDUCATORS

Who is Responsible for Health Promotion?

Lots of people have the job of promoting good health and healthy behaviours.

For example, healthcare professionals, schools, health services and governments have the responsibility to promote health.

Each group should give information that helps to reduce disease and increase health.

The Role of Healthcare Professionals

All healthcare professionals should encourage their patients to have a healthy lifestyle. This is because when people lead a healthier lifestyle, they are less likely to become sick and they will need less medical care.

1. Healthcare professionals encourage a healthy lifestyle.
2. People will make healthier choices.
3. People are less likely to become sick.
4. Less medical care is needed.

Nurses have a very important job when it comes to making their patients feel better. When a nurse does a health assessment, they can teach the patient how to improve their health. This is especially important if the results of the health check are not good, or if the patient asks for some help or advice to improve their health.

Example: A nurse's role in health promotion could be to teach patients how to take certain vital measurements from home, such as temperature or blood pressure. They could also provide some basic dietary information and self-care advice.

Why is it Important?

There are many benefits of healthcare professionals carrying out health promotion and health education for their patients:

- It reduces the chance of developing diseases such as obesity, diabetes, and heart disease.
- Patients who really understand their treatment will reduce the risk of making mistakes with their medicines.
- If a patient can learn how to take their own measurements, for example, being able to read blood glucose levels for diabetes, they will be able to manage their disease better.
- Patients who understand their procedure may recover faster. For example, a patient undergoing surgery.

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