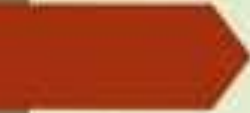


PRINCIPLES OF HEALTH PROMOTION AND HEALTH EDUCATION.

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HEALTH PROMOTION AND HEALTH EDUCATION.

- The World Health Organization (WHO) defines health as 'a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity'.
- Health promotion is the process of enabling people to increase control over, and to improve their health.
- Health education involves voluntary changes in behavior through awareness, knowledge, skills, beliefs, attitudes, and values, whereas health promotion utilizes approaches that compel individuals to change their behaviors



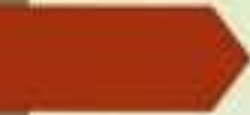
PRINCIPLES OF HEALTH PROMOTION AND HEALTH EDUCATION

- The five principles are:
 - A broad and positive health concept;
 - Participation and involvement;
 - Action and action competence;
 - A settings perspective and
 - Equity in health.
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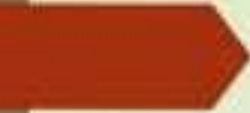
A broad and positive health concept;

- This broader approach contributes to people's ability to deal with the physical, emotional and social challenges in life. And to be in charge of their own affairs, whenever possible
- It touches on behaviour, genetics, physical influence, medical care, social factor



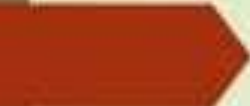
Participation and involvement;

- Participation involves people taking a central role as social agents, members of social networks, as collectives or individual stakeholders, and participating in decisions that affect their health and well-being
 - Helps community develop problem solving skills
 - Makes them take responsibility for their health
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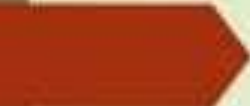
How do you involve the community in health promotion?

- plan to spend a lot of time in your engagement process
- research on their culture
- don't take anything personally
- be patient
- be creative
- reach out to community leaders
- provide digital option
- Through efficient communication skills



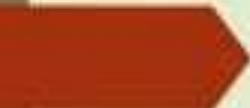
Action and action competence

- The action competence learning process is a model for engaging in health promotion. It provides a framework that enables ākonga to take individual or collective action. The term "action competence" means the development of competencies (understandings and skills) that enable students to take critical action.
- The competency-based education (CBE) approach allows students to advance based on their ability to master a skill or competency at their own pace regardless of environment. This method is tailored to meet different learning abilities and can lead to more efficient student outcomes.



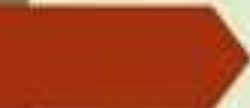
A settings perspective

- Healthy Settings, the settings-based approaches to health promotion, involve a holistic and multi-disciplinary method which integrates action across risk factors. The goal is to maximize disease prevention via a "whole system" approach.
- Ecological assessment.



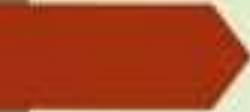
Equity in health

- Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.



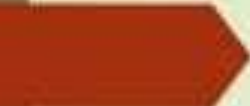
Examples of health inequalities;

- differences in length of life
- rates of diseases
- disability and death
- severity of disease
- access to treatment



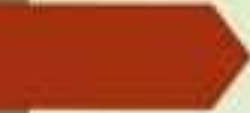
Approaches towards health promotion

- Mediation
 - Enablement
 - Advocacy
- 




Advocacy

- Advocacy seeks to ensure that all people in society are able to: Have their voice heard on issues that are important to them. Protect and promote their rights. Have their views and wishes genuinely considered when decisions are being made about their lives.




Mediation

- Mediation is the process through which the different interests (personal, social, economic) of individuals and communities, and different sectors (public and private) are reconciled in ways that promote and protect health
- 



Enablement

- Enablement is an intervention by which the health care provider recognizes, promotes and enhances patients' ability to control their health and life.
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END OF PRESENTATION.