

# **WHAT IS HEALTH PROMOTION?**

**Health promotion is the process of enabling people to increase control over, and to improve, their health. It is a positive concept emphasising personal, social, political and institutional resources, as well as physical capacities.**

WHO (1990), Health Promotion Glossary

# **WHAT IS HEALTH PROMOTION?**

**Health promotion is any combination of health, education, economic, political, spiritual or organisational initiative designed to bring about positive attitudinal, behavioural, social or environmental changes conducive to improving the health of populations.**

# **WHAT IS HEALTH PROMOTION?**

- **Health promotion is directed towards action on the determinants or causes of health**
- **Health promotion, therefore, requires a close co-operation of sectors beyond health services, reflecting the diversity of conditions which influence health.**

# **WHAT IS HEALTH PROMOTION?**

- **Government at both local and national levels has a unique responsibility to act appropriately and in a timely way to ensure that the ‘total’ environment, which is beyond the control of individuals and groups, is conducive to health.**

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

- **Health promotion is directed towards action on the determinants or cause of health. This requires a close co-operation between sectors beyond health care reflecting the diversity of conditions which influence health.**

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.



# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

- **Health promotion combines diverse, but complementary methods or approaches including communication, education, legislation, fiscal measures, organisational change, community change, community development and spontaneous local activities against health hazards.**

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.

# PRINCIPLES OF HEALTH PROMOTION

- **Health promotion aims particularly at effective and concrete public participation. This requires the further development of problem-defining and decision-making life skills, both individually and collectively, and the promotion of effective participation mechanisms.**

# PRINCIPLES OF HEALTH PROMOTION

The five key principles of health promotion as determined by WHO are as follows:

- Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific diseases.



# PRINCIPLES OF HEALTH PROMOTION

- **Health promotion is primarily a societal and political venture and not medical service, although health professionals have an important role in advocating and enabling health promotion.**

# IMPORTANT AREAS FOR CONSIDERATION IN HEALTH PROMOTION (Ottawa Charter, 1986)

