

A stylized, light-colored illustration of a plant with several leaves and a cluster of small, round buds or flowers, positioned on the left side of the slide against a dark brown background.

ROLE OF LOCAL AUTHORITY IN HEALTH PROMOTION

Dr. Sallehudin Abu Bakar

Director

Department of Health & Environment

City Hall of Kuala Lumpur

Introduction

- People's lives and health are most acutely influenced at the local level – in their homes, at school, in their places of work and in their neighbourhoods
- This is also where citizens are most likely to come into contact with services and support mechanisms to improve their lives and health
- There is enormous potential, therefore, for local government to influence the health of its local population

The concept of health

- Health is a state of physical mental and social wellbeing
- Wellbeing is a term that has cropped up increasingly frequently over recent years, in politicians' speeches, in policy documents and the recent budget's speech
- In a local government context, wellbeing is
 - About how people experience their own lives
 - More than the absence of problems or illness
 - About the personal and the social networking and connection
 - More than happiness

Prerequisites for Health

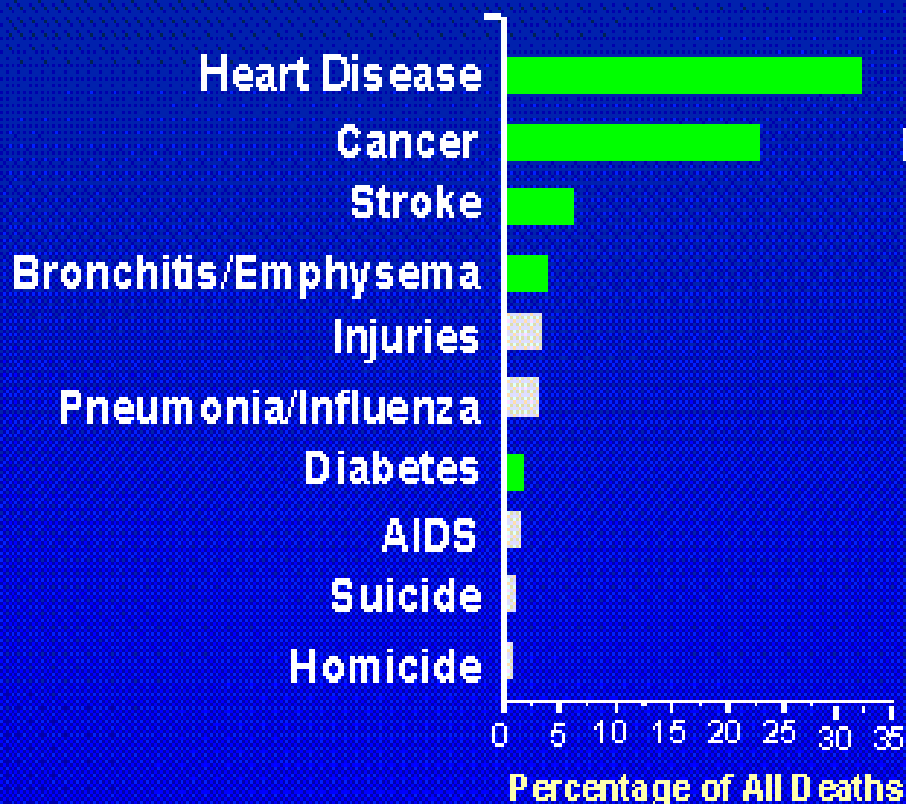
- The fundamental conditions and resources for health are:
 - Peace
 - Shelter
 - Education
 - Food
 - Income
 - A stable eco-system
 - Sustainable resources
 - Social justice, and
 - Equity

Health Promotion

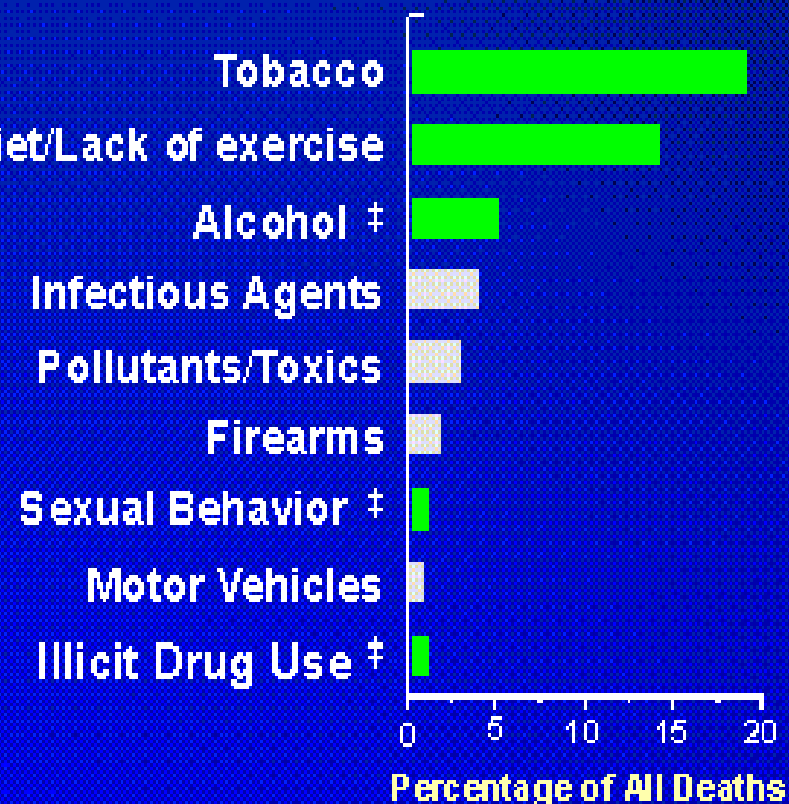
- Any intervention that seeks to eliminate or reduce exposures to harmful factors by modifying human behaviors; or any combination of health education and related organizational, political and economic interventions designed to facilitate behavioral and environmental adaptations that will improve or protect health
- Concerned specifically with sociobehavioral processes

Chronic Disease and Chronic Disease Risk Factors

Leading Causes of Death,
United States, 1993 *



Actual Causes of Death,
United States, 1990 †



* Provisional data, NCHS, CDC, 1993; green shading denotes chronic diseases.

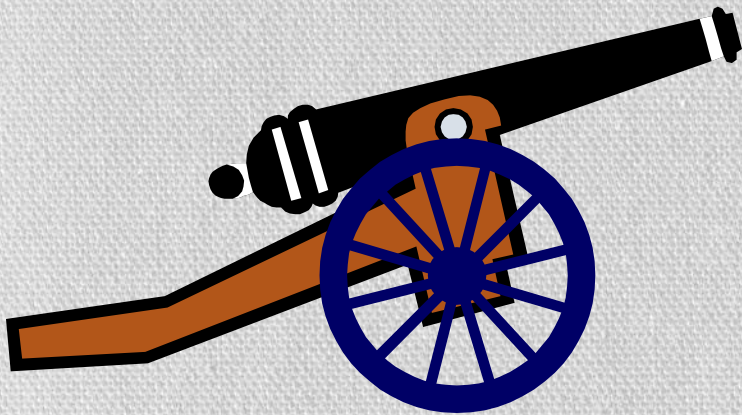
† McGinnis JM, Foege WH. Actual causes of death in the United States. JAMA 1992;270:2207-12.

‡ Addressed by comprehensive school health programs.

Lifestyle Factors

*“Genes load the gun.
Lifestyle pulls the trigger”*

Dr. Elliot Joslin



Choices Made In Regard To:

- Smoking
 - Nutrition
 - Exercise
 - Substance Abuse
 - Rest
 - Stress
 - Sexual behavior
- Other Life-style Factors



Smoking

“Tobacco is the most important single preventable cause of death in the world today”

- In US responsible for 400,000 deaths/year.
- In Malaysia responsible for 12,000 deaths/year
- Smoking is increasing among teenagers in Malaysia and elsewhere

Nutrition

- In US poor diet and lack of activity account for about 300,000 deaths each year.
- Major concerns
 - Obesity
 - High Fat Diet
 - High Sugar Diet

Healthy Eating Recommendations

- Eat at least three modest meals/day
- Moderate fat intake
- Moderate sugar intake
- Avoid large portions
- Eat five servings of fruits and vegetables daily

Exercise

“If exercise came in a bottle, it would be the most widely prescribed medicine known to man.”

Sleep

- Most people need about 8 hours nightly to function at maximum capacity.
- Over two-thirds of Americans report a sleep-related problem.
- Sleep deprivation has been implicated in recent train, bus, and airplane crashes bringing attention to the importance of sleep.

Stress

- Continual stress in life sets off chemical reactions in the body than can eventually lead to illness.
- Individuals constantly under stress are at greater risk for heart disease and other conditions.
- Practicing healthy habits can help alleviate stress.

Sexual Behavior

- Abstinence is only sexual behavior absolutely free of risk, followed by life-time mutual monogamy entered into at virginity
- Unsafe sex exposes an individual to
 - HIV virus
 - Hepatitis B
 - Genital herpes
 - Other sexually transmitted diseases
 - Unwanted pregnancy

Health Promotion

- Has been defined by the WHO's 2005 Bangkok Charter for Health Promotion in a Globalized world as “ the process of enabling people to increase control over their health and its determinants, and thereby improve their health”
- The primary means of health promotion occur through developing healthy public policy that addresses the prerequisites of health such as income, housing, food security, employment, and quality working conditions

Health Promotion Action Means

- Build healthy public policy
- Create supportive environments
- Strengthen community actions
- Develop personal skills
- Reorient health services



Health Promotion Principles from the WHO

Health promotion initiatives should be planned and implemented in accordance with the following principles:

- **Empowering:** Health promotion initiatives should enable individuals and communities to assume more power over the personal, socioeconomic and environmental factors that affect their health.

Health Promotion Principles from the WHO

- **Participatory:** Health promotion initiatives should involve those concerned in all stages of planning, implementation and evaluation.
- **Holistic:** Health promotion initiatives should foster physical, mental, social and spiritual health.
- **Intersectoral:** Health promotion initiatives should involve the collaboration of agencies from relevant sectors.

Health Promotion Principles from the WHO

- **Equitable:** Health promotion initiatives should be guided by a concern for equity and social justice.
- **Sustainable:** Health promotion initiatives should bring about changes that individuals and communities can maintain once initial funding has ended.
- **multi-strategy:** health promotion initiatives should use a variety of approaches, including policy development, organizational change, community development, legislation, advocacy, education and communication in combination with one another

Advocate

- Good health is a major resource for social, economic and personal development and an important dimension of quality of life
- Political, economic, social, cultural, environmental, behavioural and biological factors can all favour health of otherwise
- Health promotion actions aims at making these conditions favourable through advocacy for health

Enable

- Health promotion focuses on achieving equity in health
- Health promotion action aims at reducing differences in current health status and ensuring equal opportunities and resources to enable all people to achieve their fullest health potential
- This includes a secure foundation in a supportive environment, access to information, life skills and opportunities for making healthy choices
- People cannot achieve their fullest health potential unless they are able to take control of those things which determine their health

Mediate

- The prerequisites and prospects for health cannot be ensured by the health sector alone
- Health promotion demands coordinated action by all concerned; by government, by health and other social and economic sectors, by nongovernmental and voluntary organization, by local authorities, by industry and by the media
- People in all walks of life are involved as individuals, families and communities
- Professional and social groups and health personnel have a major responsibility to mediate between differing interests in society for the pursuit of health

Local Government's functions

- Local government or local authority is the lowest level in the system of government in Malaysia
- Currently there are 96 local authorities in Peninsular Malaysia, 23 in Sabah and 25 in Sarawak
- Local authorities in Malaysia have been given wide powers within the Local Government Act of 1976
- It has both mandatory and discretionary functions
- Mandatory functions include
 - All critical functions such as refuse collection, street lighting and activities pertaining to public health
- Discretionary functions include
 - All developmental functions such as providing amenities, recreational parks, housing and commercial activities

Local government roles

- The provisions of the Local Government Act 1976 grants local authorities the following roles;
 - Local planning authority
 - Licensing authority
 - Power to impose certain kinds of taxes
 - Undertake building, housing and commercial construction
 - Power to perform urban planning and management functions
 - Traffic management and control, and power to plan and provide public utilities
- Two other main laws, the Town and Country Planning Act (1976) and the Street, Drainage and Building Act (1974), help local governments to perform their functions under the Local Government Act 1976

Local government role in health promotion

5 key areas

- Strategic leadership
- Services and commissioning
- Strengthening communities
- Organizational level activity
- Measuring health outcomes

Strategic leadership

- Local government leaders can
 - See it as their responsibility to set an overarching vision for health promotion within environmental limits and to implement mechanisms that provide strategic oversight of the health agenda
 - Develop an overarching health promotion framework to guide councils activity
 - Allocate financial resources to strategies and programmes that promote health of the population
 - Advocate and communicate the benefits of health promotion to council staff at all level, including those in strategic roles and people on the front line of services provision

Services and commissioning

- Commissioners and service providers can act to:
 - Use the commissioning process to encourage providers to identify and deliver against health outcomes
 - Use the establish evidence base to build health into the way services are designed
 - Take a co-production approach wherever possible, so that services are design and delivered in partnership between users and professionals
 - Include direct health promotion activities in the range of local government provision

Strengthening communities

- Officers employed by local government can maximize the capabilities of local people and empower them to help promote their own health by
 - Developing asset-based approaches that draw on the existing capabilities and assets of residents to promote health at the local level
 - Fostering the crucial social connections between people that are needed to build the strong networks for the big society, where people feel competent and powerful enough to help develop workable solutions to seemingly intractable problems
 - Devolving genuine power and control to communities

Organizational level

- HR and procurement directors can make use of organizational levers to:
 - Actively support the psycho-social wellbeing of council staff and help local businesses to do the same with their employees
 - Use procurement and recruitment policies to have a direct impact on the strength of the local economy and the economic wellbeing of residents
 - Foster a working culture that supports staff to understand and respond to factors affecting the health and wellbeing of local residents and communities

Measuring outcomes

- Performance officers, service managers and project officers can:
- Bring together existing data on levels of material wellbeing, including variations in its distribution throughout the local population
- Measure psycho-social wellbeing through subjective measures that capture people's experience of their lives

Thank You

The background of the slide features a subtle, light-colored floral pattern. The pattern consists of several stylized flowers and leaves, rendered in a soft, muted green or grey tone. The flowers are scattered across the right side of the slide, with some appearing more prominent than others. The overall aesthetic is clean and elegant, providing a gentle backdrop for the central text.