# INTRODUCTION TO HEALTH PROMOTION

### WHAT IS HEALTH PROMOTION?

Health promotion is the process of enabling people to increase control over, and to improve their health.

### THE PROCESS OF HEALTH PROMOTION

**FOCUS** 

**STRATEGIES** 

**IMPACT** 

**OUTCOMES** 

**Individuals** 

Groups

**Population** 

**Education couselling** 

**Economic** change

Legislative change

Policy or organisation change

Behavioural educational change

Social, economic and environment change

**Quality** of life

Better Health

## A FRAMEWORK FOR HEALTH PROMOTION ACTIVITIES

Economic and regulatory activities

Environmental health measures

Health education programmes

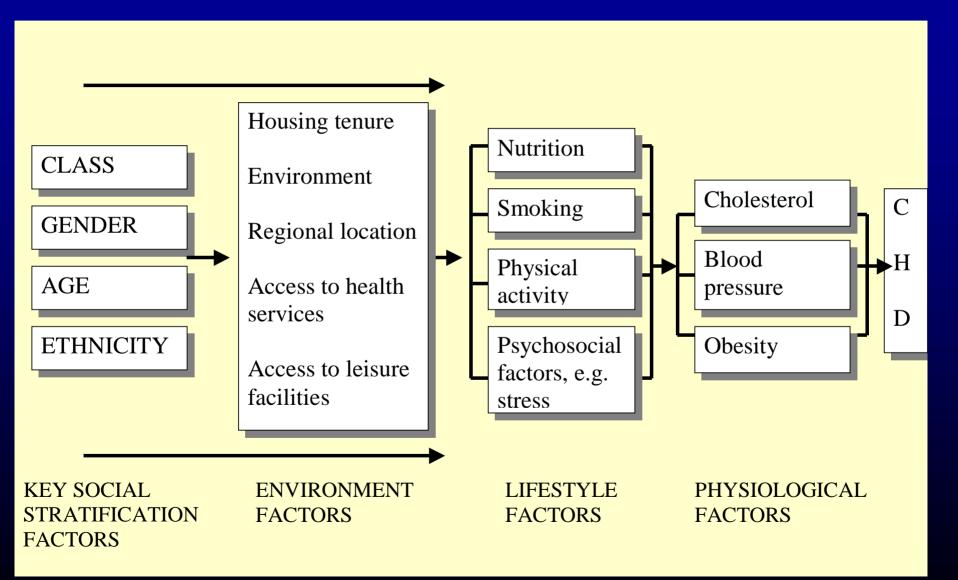
AREAS OF
HEALTH
PROMOTION
ACTIVITY

Healthy Public Policy Preventive health services(Primary, secondary, tertiary

Community-based work

Organisation development

### A FRAMEWORK FOR HEALTH PROMOTION ACTIVITIES



#### INFLUENCE ON SMOKING BEHAVIOUR

Income Leisure facilities Religion Nicotine addiction Education Self-image Environment **SMOKING** Stress Age Gender Locus of control Housing Family Peer group Ethnic group Advertising Employment/unemployment Culture of society Taxation level on tobacco