

# Introduction to Public Health Promotion and Education

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# Public Health

- the science and art of **preventing disease**, prolonging life, **promoting health** and efficiency through organized community effort for the sanitation of the environment, control of communicable diseases, the education of individuals in personal hygiene,

the organization of medical and nursing services for the early diagnosis and preventive treatment of disease, and the development of the social machinery to ensure everyone a standard of living adequate for the maintenance of health, so organizing these benefits as to enable every citizen to realize his birthright of health and longevity

# Health Promotion

- “Process of enabling people to increase control over the determinants of health and thereby improve their health.” (World Health Organization, 1998)

# Health Promotion

- Done by strengthening individual skills and capabilities and the capacity of groups to change the many conditions, particularly the social and economic causes, that affect health

- A core function of public health and a cornerstone of primary health care
- Both effective and cost effective


In 1986, health promotion came into full force through the Ottawa Charter for Health Promotion. It was adopted at the first WHO Global Conference on Health Promotion and reinforced by further conferences held in Adelaide, Sundsvall, Jakarta and Mexico City.

The Ottawa Charter sets out an agenda to pursue health for all by addressing the broad determinants of health such as shelter, education, food and income.




Health promotion has successfully shifted the focus from behavioral change at the individual level (with a disease orientation) to health-oriented behavior and other determinants such as a healthy diet, physical activity, personal hygiene, education for women and social connectedness, through the use of combinations of the five Ottawa Charter Action Areas.

The changes are largely confined, however, to people of a higher level of education and socioeconomic background and are much less evident among the lower socioeconomic groups.



New patterns of consumption and communication, urbanization and environmental changes as well as public health emergencies are critical factors that influence health.

Participants in the 6<sup>th</sup> Global Conference on Health Promotion, held in Bangkok, Thailand on 7-11 August 2005, spelt out four new commitments in the Bangkok Charter for Health Promotion in a Globalized World: to make the promotion of health central to the global development agenda, a core responsibility for all of government, a key focus of communities and civil society, and a requirement for good corporate practices.



It is also necessary to include the private sector when developing health promotion policies.


The Bangkok Charter urges all sectors and settings to invest in sustainable policies, actions and infrastructure; to build capacity to promote health; to regulate, including through legislations, for a high level of protection against harm; and to build alliances with public and other sectors.

The Bangkok Charter also calls for more conscientious effort to sustain the effectiveness of health promotion by developing benchmarks for monitoring and plans for implementation of a worldwide partnership to fulfill its four commitments.





# Strategies / Methods in Public Health Promotion & Education

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Health workers implementing health education & promotion must make decisions on which method to use to bring about change

# Practice of HPE is influenced by:

1. Stress on environmental vs. individual change
2. Stress on high risk individuals vs. whole population where risk is evened out

# Factors to be considered in selecting strategies for HPE:

1. Objective of the intervention
2. Characteristics and need of the target group
3. Resources to include human, financial & time

# Strategies in HPE

## 1. Counseling

“ A process of helping people learn how to achieve personal growth, improve interpersonal relationships, resolve problems, make decisions & change behavior.” (Green & Morton, 1984)

# Strategies in HPE

## 1. Counseling

“A set of techniques, skills & attitudes to help people manage their own problems using their own resources.” (Reddy, 1987)

# Strategies in HPE

Counseling is distinct from psychological therapy in several points:

1. Generally of short duration, frequently consisting of one or two appointments;
2. It is highly situational rather than general & chronic
3. The client is normal/rational neither neurotic nor dysfunctional

# The Three Phases of Counseling

PHASE	COUNSELOR'S TASK	CLIENT'S TASK
I	UNDERSTANDING... <i>Which leads to</i>	DEFINING THE PROBLEM
II	CHALLENGING... <i>Which leads to</i>	REDEFINING THE PROBLEM
III	RESOURCING... <i>Which leads to</i>	MANAGING THE PROBLEM



# Strategies in HPE

## **2. Group Discussion**

- a planned opportunity for participants to freely exchange ideas or opinions
- most participatory of all the group communication techniques
- each member of the group has responsibility to share his knowledge, ideas & experiences on the topic being discussed

# Strategies in HPE

## **2. Group Discussion**

During the sessions, members are expected to:

- speak to the subject
- speak to the question
- speak to one another
- seek individual understanding & response

# Strategies in HPE

## **2. Group Discussion**

During the sessions, members are expected to:

- seek to affirm the other
- seek to understand the other
- seek dialogue, not monologue
- have fun

# Strategies in HPE

## **3. Mass Media**

- a channel wherein large number of people are addressed
- target group make little or no effort to receive the message
- includes print & electronic media—newspaper, radio, tv, film, video, etc.

# Strategies in HPE

## **3. Mass Media**

- formats may include documentaries, news, spots/plugs, drama, talk shows, short feature, educational program, forum, jingle, posters, leaflets, brochures, etc.

# Strategies in HPE

## Roles of Mass Media for HPE Program

1. As educator
2. As supporter
3. As promoter
4. As supplement

# Strategies in HPE

## Influence of Mass Media on Societal Norms

1. Reinforce existing patterns
2. Create new shared convictions
3. Can change existing norms

# Strategies in HPE

## **4. Social Marketing**

The use of marketing principles & techniques to advance a social cause, idea or behavior (Kotler & Zaltman, 1971)



# Strategies in HPE

## 4. Social Marketing

- In public health perspective, “Health Marketing” is coined.
- it refers to health promotion programs that are developed to satisfy consumer needs, strategized to reach as broad an audience as in need of the program, and enhance the ability to effect population wide changes in targeted risk behavior

# Strategies in HPE

## 4. Social Marketing

--4 Ps of Marketing—

### \* Product

we sell 3 types of products in social marketing:  
**social idea, social practice or tangible  
object**

# Strategies in HPE

## ***Social Idea***

- can take any of 3 forms: belief, attitude, value.
- belief: perception held about a factual matter
- attitude: (+) or (-) evaluation
  - ex. Planned babies are better cared for than accidental pregnancies

# Strategies in HPE

value: over all idea of what is right & wrong

Ex. Safety first in worksites

## ***Social Practice***

- occurrence of a single act

Ex. Bringing a child to health center for immunization

# Strategies in HPE

## ***Social Practice***

- altered pattern of behavior

Ex. Adhering to a low fat diet

## ***Tangible object***

-refers to physical products that may accompany a campaign like condom for AIDS prevention or iodized salt for micronutrient supplementation

# Strategies in HPE

## **\*Price**

- cost maybe monetary in nature such as the mother has to pay for a hydration salt packet
- time costs would refer to amount of time it takes to obtain a product or service
- opportunity costs refer to benefits missed because of obtaining the service

# Strategies in HPE

## \*Place

- refers to the distribution channels used to make the product, service, idea available to the group
- it answers how & where the product will be available to the target markets
- target consumers expect it to be **accessible, secured & attractive**

# Strategies in HPE

## **\*Promotion**

- refers to the means by which the social product is promoted to the target adopters
- "right people with the right message at the right time"
- This can be done through the use of posters, mascots, exhibits, tv, radio ads, etc.



# Strategies in HPE

## **5. Folk Media**

- channels for traditional messages that affirm values & worldview
- media of pre-electronic age (traditional media)
- they inform, entertain or educate through literary & theatrical genres of religious or secular nature

# Strategies in HPE

## **5. Folk Media**

- folk literature
- folk songs
- folk performing arts
- folk dances

# Strategies in HPE

## **Advantages of Using Folk Media**

1. Localized & intensive penetration of specific communities
2. There is a wide acceptance by the rural communities
3. Balances the impersonal nature of mass media
4. There exists a wide array of forms, structures & techniques
5. They are familiar to the rural folks

# Strategies in HPE

## Folk Media

1. Balitao – courtship debate in song & dance
2. Balagtasán – like the balitao, is essentially a debate
  - arguments are well structured in rhythmic cadence & delivery is full of passion

# Strategies in HPE

## 3. Zarsuela

- a musical 3-act melodrama
- a socially relevant play which satirizes social structures, relationships & manners
- *Magpamilya'y Di Biro* – a 45min musical comedy exploring the different facets of family planning

# Strategies in HPE

## 4. Puppet Theater

- effective for a young target group

## 5. Proverbs (*Kasabihan*)

- poetic statements that comments about life & provides guidance for living

“Ang ibong maaga ang gising, sagana sa pagkain”

# Strategies in HPE

## 6. Riddle

- problems & answers that uses literary techniques such as metaphors & rhythms

*“Tubig na pinagpala, walang makakuha kundi bata”*

Answer: *Gatas ng ina*

# Strategies in HPE

## **6. Enter – educate approach**

- entertain and educate system

5 Ps

\*Personal

\*Popular

\*Pervasive

\*Persuasive

\*Profitable



# Strategies in HPE

## **6. Enter – educate approach**

Potential stumbling blocks:

- more time for production
- more money
- frustrations of creative people

# Strategies in HPE

Enter-educate methods:

1. Commercial songs & videos
2. Radio & tv advertising
3. Telephone hotlines
4. Service center network

# Strategies in HPE

## 7. Training

- prepares one to do a certain job & is focused more on the acquisition of skills

**MUST  
LEARN**

**USEFUL TO LEARN**

**NICE TO LEARN**

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graph TD; NA[NEEDS ASSESSMENT] --> GO[GOALS & OBJECTIVES]; GO --> PD[PLAN OR DESIGN]; PD --> IM[IMPLEMENTATION]; IM --> EV[EVALUATION]; EV --> NA;
```

NEEDS ASSESSMENT

EVALUATION

GOALS & OBJECTIVES

IMPLEMENTATION

PLAN OR DESIGN



# Emerging Public Health Concerns

# Obesity

- A complex condition, with serious social and psychological dimensions, affecting virtually all ages and socio-economic groups
- More than 1 billion adults are overweight
- 300 million, clinically obese – and is a major contributor to the global burden of chronic disease and disability

# Human Cases of Avian Influenza A (H5N1) Confirmed in 2004 and 2005 (as of December 2, 2005)

	<b>Vietnam</b>		<b>Thailand</b>		<b>Cambodia</b>		<b>Indonesia</b>		<b>China</b>	
Month of confirmation	Confirmed	Death	Confirmed	Death	Confirmed	Death	Confirmed	Death	Confirmed	Death
1 <sup>st</sup> wave Jan 2004	7	6	3	3	0	0	0	0	0	0
Feb 2004	15	9	7	4	0	0	0	0	0	0
Mar 2004	1	1	2	1	0	0	0	0	0	0
Aug 2004	3	3	0	0	0	0	0	0	0	0
2 <sup>nd</sup> wave Sep 2004	1	1	3	2	0	0	0	0	0	0
Oct 2004	0	0	2	2	0	0	0	0	0	0
3 <sup>rd</sup> wave Dec 2004-Nov 2005	66	22	4	1	4	4	12	7	3	2
<b>Total</b>	<b>93</b>	<b>42</b>	<b>21</b>	<b>13</b>	<b>4</b>	<b>4</b>	<b>12</b>	<b>7</b>	<b>3</b>	<b>2</b>



# Other concerns

- Bio-terrorism
- International travel/migration/mobility
- Porous borders
- Weak surveillance systems

# Social Determinants

- The social determinants of health refer to both specific features of and pathways by which societal conditions affect health and that potentially can be altered by informed action.

[1] Krieger N. A glossary for social epidemiology 3. *Epidemiology Community Health* 2001; 55;693-700

- The social conditions in which people live and work, reflecting their different positions in hierarchies of power, prestige and resources.
- Simply put – *The social characteristics in which living takes place.* (Tarlov, 1996)

# Social Determinants

- Inequalities within and between countries
- Social classes; family patterns
- New patterns of consumption and communication
- Globalization
- Urbanization

# Four Major Challenges Facing Health Systems

- Global health workforce crisis
- Lack of appropriate, timely evidence
- Lack of financial resources
- Stewardship challenge of implementing pro-equity health policies in a pluralistic environment

# Public Health Challenges

- Changing the context of public health
  - Communicable diseases
  - Emergence of new pandemics
  - Non-communicable diseases
  - Global health threats e.g. environmental changes, bio-terrorism
  - Scope of ph (control – leadership)

# Public Health Challenges

- Public health workforce (health professionals)
  - Composition/mix of different professionals
  - Roles/functions
  - Competencies
  - Training

# Public Health Challenges

- Population-wide and inter-sectoral approach
  - Health is prioritized within overall development and economic policies
  - Resource mobilization
  - Private-public partnership