

Basics of Health Promotion and Education Intervention
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Lecture - 04
Principles of Health Promotion

In understanding the basics of health promotion and education intervention, it is important to realize the principles on which health promotion is based.

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So we will now look into some key values of health promotion, the key principles guiding health promotion, and the application of these principles for emerging challenges in health and development in the world right now.

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Key Value

"The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition."

Statement in the preamble of the WHO Constitution



So the key value of health promotion is that let us take the allegory of a person climbing a ladder. At the top rung of the ladder is the state of physical, mental and social wellbeing, the ideal, which WHO has defined in the disease. But none of us are in that state, no population, no individual is there. So we are all in the process of going up that ladder.

And health promotion is always trying to push people, populations, individuals, etc., up that ladder. So the key value of health promotion is that the enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being. And that is what is to be promoted without distinction of race, religion, political belief, economic condition, social condition, etc.

So equity and rights issue, both these are the key values of health promotion. This has already been stated in the preamble of the WHO constitution, but health promotion is based on this key value.

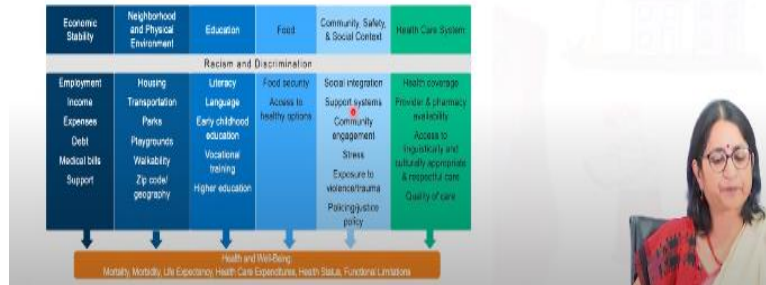
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Key principles guiding health promotion

Health promotion is context driven:

- Focuses on health of populations and its context (underlying social and economic determinants) for analyzing ethnic gaps in health and disease patterns in populations.

Health Disparities are Driven by Social and Economic Inequities



What are the key principles of health promotion then? Health promotion is context driven, not only individuals it is the context, it focuses on health of populations and its context, the underlying social and economic determinants, which influence health, but over which the individual himself or herself has very little control. So it is that way we focus on the gaps.

We try to find out what are the disease patterns, what are the differences and address them. So health disparities are driven by social and economic inequities. We all know this. And this graphic also focuses on it. If you have economic stability, it promotes health, in terms of employment, income, expenses, paying medical bills, whatever.

Secondly, if you have a supportive neighborhood and physical environment, like housing, transportation, parks, playgrounds, walkability, all these are important issues. If you ask people to change their lifestyle, walk, change diet, then these have to be changed as well. Education, literacy, language, vocational trainings, higher education, all these promote people's understanding of health.

Understanding their rights, understanding what they are supposed to get, what they can demand, how they can access and utilize these services. So that is an important part. Food, food security, access to healthy options. That is an important part. Affordable healthy options. Community safety and social contexts, like social integration support systems in the community.

Community engagement means involving the community. Stress levels of people in the community as well. Exposure to violence and trauma. Policing or justice or policy. You might find that all these why should we as doctors, those of you who are doctors or those of you who are nurses or those of you who are in specific professions would be wondering why should we need to think about it, there are people to think about it.

No, you are looking at the outcome. So if you look at the lower level, and not try to correct the upper level, then this outcome will keep on worsening and increasing. That is why health promotion entails collaborative multisectoral approaches. So the healthcare system of course plays a role.

The coverage, the provider's availability, access to linguistically and culturally appropriate and respectful care, which is another very big deficiency in most of our systems and quality of care which is being hyped on a lot nowadays. So health and wellbeing are driven by the context.

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Key principles guiding health promotion

Health promotion integrates the three dimensions of the WHO health definition:

- Promoting health means addressing the multi-dimensional nature of health: its physical, social, and mental dimensions (and often, spiritual health)

Health: Definition

World Health Organization

It is a state of **complete** physical, mental and social **wellbeing** and not merely absence of disease or infirmity.

1. Mere absence of disease is NOT Health
2. Three dimensions of health
3. Complete wellbeing on three dimensions
4. Fourth dimension 'spiritual' now added

The slide also features a video inset of a woman with glasses and a red and white sari speaking.

Health promotion integrates three dimensions of these WHO definition. So this is the definition for you once again. It is a state of complete physical, mental and social wellbeing, and not merely absence of disease or infirmity. Health promotion looks at all these components, the physical component in terms of individual and the surrounding, social component, and mental component.

Sometimes also spiritual health comes into it. Anything that will make you healthy, is the mandate of health promotion.

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Key principles guiding health promotion

Health promotion underpins the overall responsibility of the state in promoting health. All levels of government have a responsibility and accountability for protecting, maintaining and improving the health of its citizens, and need to include health as a major component.



The slide features three book covers. The top one is titled 'REPRODUCTIVE RIGHTS' with a colorful illustration of people. The bottom left one is 'Mental Health - A Human Rights Issue' with a blue background. The bottom right one is 'JUST CHANGE: SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS' with a red and white cover. A woman in a red and white sari is visible in the bottom right corner of the slide area.

Actually, health promotion underpins the overall responsibility of the state in promoting health. It is a rights issue. Everybody has a right to enjoy. So all levels of the government have a responsibility and accountability, but not only governmental responsibility. Government has a responsibility, but citizens also have a responsibility as well. It is the population also having the responsibility.

You cannot enjoy rights without having responsibilities. So that is why for protecting, maintaining and improving the health, they need to be aware of their rights and their responsibilities to promote that right.

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Key principles guiding health promotion

Health promotion champions good health as a public good

- Good health is beneficial to the society as a whole, its social and its economic development



This approach of health promotion promotes good health as a public good, it says resource. So just like if I give you money, you will be able to do this, this this. So if you have good health, you will be enjoying these are the benefits. That is not very clear because health and its benefits are not very easily tangibly seen. So that is why people do not realize it.

Particularly when they are healthy when they are young it is good to realize this as a resource. So good health is beneficial to the society as a whole. It has social and economic developmental issues. Those of you who know the Sustainable Development Goals, will recognize this figure, the 17 goals to transform our world. We are falling back on it because we have not yet realized that good health is a public good.

So, each of these goals if you look at it, no poverty, if it is to be so people have to be healthy, work hard. Zero hunger. Of course, it is related to good health. Good health and wellbeing itself are one of the goals. Quality education, gender equality, clean water sanitation. Then all these clean energy sources, work and economic growth, industry innovation, infrastructure, reduced inequalities.

We have been talking about it in health promotion repeatedly. So, health promotion is built into each of these goals, sustainable cities, environments, responsible consumption and production protection, climate action, life below water, life on land,

peace, justice, strong institutions, and finally, the basic principle of health promotion partnerships for the goals.

So you understand the Sustainable Development Goals are actually a map of what you have to do in health promotion.

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Key principles guiding health promotion

Participation is a core principle in promoting health:

- The participation of people and their communities in improving and controlling the conditions for health is a core principle in health promotion
- Community Participation, is the active involvement of people in planning, implementing and monitoring of a program aimed at their well-being.
- Community participation is not just utilization of services and being passive users.
- Individuals and communities need to participate right from the definition of the problem through to the generation of adequate solutions.
- The level of engagement of individuals may vary depending on their interest and capabilities.

COMMUNITY PARTICIPATION

(Video inset: A woman in a red and yellow sari speaking)

The most important part of health promotion is participation. The participation of people and their communities in improving and controlling the conditions for health is the core principle of health promotion. I will not give you something, you have to participate, you have to plan, prioritize, develop mechanisms, identify your resources, and let us see together how we can bring about betterment of health.

So community participation is basically we use these words very loosely. But community participation is not token participation. It is the active involvement of people in planning, implementing, and monitoring of these programs, which are aimed at their wellbeing. It is not just coming in. I go whenever they ask me to go for vaccination, I go and take the vaccine and come back.

So I am a passive user. But of course, if I have motivated 10 more people who are having vaccine hesitancy issues, to come with me and take them for success of the program, then that would be my better participation or more participation on my part. So individuals and communities need to participate right from the definition of the problem to the generation of solutions.

And this level of engagement depends upon the individual's interest capabilities, but it goes beyond being just passive users.

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Application of principles for emerging challenges in public health

Changing health burden and complex determinants of health

- Both developing and developed countries are facing a growing proportion of elderly and a population with more chronic conditions and non-communicable diseases, many developing countries are additionally still faced with infectious diseases. Basically all countries are facing multiple, rather than a single type of health burden.

So we know the health burden of the world is changing. The complex determinants of health are becoming more and more complex. So we are facing a growing proportion of elderly and populations with more chronic conditions, non-communicable diseases. So health promotion is facing a bigger challenge and all this can only be addressed through health promotion.

So basically all these countries are facing multiple burdens of disease and health. So it is right, the time is ripe for all of us to be sensitized, and take up health promotion.

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Application of principles for emerging challenges in public health

Inequity and health

- Widening health gaps, within and between societies, are a global concern. WHO had appointed the Commission on Social Determinants and Health to take leadership for a process to increase equity in health



Inequities. Again, despite all efforts, we have inequities which are a global concern. The communication revolution. Actually, this is a boon in disguise. And at the same time, it has also created a lot of problems. It can be a powerful facilitator. It can enhance health literacy. But it also leads to marketing of unhealthy products, marketing of unhealthy lifestyles.

At the same time, a lot of misinformation, disinformation. And with the COVID we have seen a lot of infodemics going on. So it has to be very carefully handled.

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Application of principles for emerging challenges in public health

Globalization

- Globalization is a fact, but ways have to be found to harness its disadvantages and make it health friendly



Globalization. This we cannot stop. It will keep on happening. And it is a good thing that we are getting globalized. But we need to harness its disadvantages. This

indiscriminate trade, travel all this needs to be regulated and acts and regulations followed at every stage to make it more health friendly.

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Application of principles for emerging challenges in public health

The threat of war and terrorism

- Health promotion is challenged to be part of efforts of conflict resolution and peace building and all efforts that help to lessen conflicts and confrontations

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War is raging in the world right now as I address you. So it is very hard to have conflicts and have proper health of populations. So health promotion is challenged because this forms a very big area of health promotion, conflict resolution, peace building. So we need to lessen conflicts and confrontations as much as possible and especially address these areas to see or ensure that the health of these populations are not jeopardized.

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CONCLUSION

- Health promotion is based on the 'Key Value' of enjoyment of the highest attainable standard of health as one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition
- Key principles guiding health promotion make it context driven, comprehensively addressing all three dimensions of health, sensitive to health as a rights issue and always participatory in its approaches.
- Careful application of these principles are needed for emerging challenges like inequities in health, double burden of diseases, war and terrorism, globalization and the communication revolution

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So the principles of health promotion have been, are actually few, but they are weighted, they carry a lot of weight with them. The key value is that enjoyment to the

highest attainable standard of health is one of the fundamental rights of every human being and they should be enjoying it without distinction of race, religion, political belief, economic or social condition. We have to ensure that.

Health promotion should be directed towards ensuring these that no inequalities and inequities exist or rather they can be diminished as much as possible. The key principles guiding health promotion make it context driven. More than individual approaches, it looks into the contexts. It should comprehensively address all three dimensions of health.

It should be sensitive to health as a rights issue, and always participatory in its approaches. And we need to carefully apply these principles particularly because of the emerging challenges like inequities in health, double burden of diseases which demands or mandates application of health promotion, war and terrorism, globalization and communication revolution.

I am sure that in the days to come, there will be even further challenges evolving. But I am also sure that health promotion will devise innovative and meaningful ways of addressing these challenges in comprehensive and holistic manners and look forward to improving health in the populations, again based on those five action areas of the Ottawa Chart. Thank you.

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REFERENCES

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Family Support Entrepreneur Our communities Access to health services

There are these references, which you can go through and some of them give you very good insights into the Health promotion arena. You will find it more and more interesting when you go through it. Thank you.