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INTERNATIONAL UNION FOR HEALTH PROMOTION AND EDUCATION  
UNION INTERNATIONALE DE PROMOTION DE LA SANTÉ ET D'ÉDUCATION POUR LA SANTÉ  
UNIÓN INTERNACIONAL DE PROMOCIÓN DE LA SALUD Y EDUCACIÓN PARA LA SALUD

# Health Promotion: An Integrative paradigm for sustainable health, wellbeing and development

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# Workshop Overview



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## Workshop:

- Health promotion as an integrative paradigm for enabling all human beings to have healthy lives, and a key transformative strategy for advancing human wellbeing

## Objectives:

- Critically consider how health promotion policy, research and practice can be strengthened to advance human health and wellbeing

# Workshop Presenters



- Professor Margaret Barry, President of IUHPE, National University of Ireland Galway
- Professor Evelyne de Leeuw, Chair of Global Scientific Committee IUHPE2022, Centre for Health Equity Training, Research & Evaluation, UNSW, Australia
- Professor Louise Potvin, Chair IUHPE Organizing Committee IUHPE 2022, Centre de recherche en santé publique, Université de Montréal, Canada
- Professor Stephan Van Den Broucke, IUHPE Vice President for Scientific Affairs, Université catholique de Louvain, Belgium

# Critical reflection on the enablers of transformative health promotion



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- Health promotion is a critical component of modern health systems
  - necessary for ensuring healthy lives and maximising health potential for all, leaving no one behind
- Reframes the challenge of improving population health and wellbeing
  - clear focus on the systems and environments that shape the development of good health at a population level
  - intersectoral strategies to address the determinants of health, equity and wellbeing
- Transformative health promotion action - shift in focus from treating and preventing disease to promoting population health and wellbeing
  - integrating multidisciplinary knowledge and skills that extend beyond the traditional healthcare approach

# Addressing current health and global challenges



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- Sustainable Development Goals (UN, 2015)  
*“to ensure that all human beings can fulfill their potential in dignity and equality in a healthy environment”*
    - Goal 3 is to “Ensure healthy lives and promote well-being for all at all ages”
    - Target 3.4 “By 2030, reduce by one third premature mortality from non-communicable disease (NCDs) through prevention and treatment and promote mental health and wellbeing”
    - Many of the other SDGs also have implications for health
  - Shanghai Declaration on Promoting Health (WHO, 2016)
  - WHO Global action plan for healthy lives and well-being for all (2019)
  - Universal Health Coverage (UN, 2019)
  - Global pandemic - COVID-19
- *Bring a renewed focus on health promotion as a key transformative strategy for advancing human wellbeing development*





# From rhetoric towards transformative action



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- Health policies and strategies have endorsed the need to invest in health promotion
  - progress is variable across countries
  - focus remains primarily on curative and clinical care
- Cost-effective and feasible health promotion interventions
  - improve population health, reduce risks for NCDs, improve mental health and wellbeing, health literacy and health equity
- Significant gaps in implementing health promotion in many countries
  - lack of political commitment and investment in developing health promotion systems and sustainable financing mechanisms
  - implementation failure - lack of infrastructure, organizational and workforce capacity



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# What progress has been achieved?

- Assessing progress since the Ottawa Charter (McQueen & Salazar, 2011; Potvin & Jones, 2016; Thompson et al., 2018; Ziglio et al., 2011; Wise & Nutbeam, 2007)
- Addressing the social determinants of health - policy change in population health and health promotion (Baker et al., 2018; Béland & Katapally, 2018; McGovern et al., 2014)
  - *Need for a long-term strategic approach to promoting population health - focus on creating supportive environments for health – avoiding ‘lifestyle drift’*
  - *Sustainable financing and capacity development for health promotion*

# What progress has been achieved?

## EU Expert Panel on Effective Ways of Investing in Health

EXPH (2019). Options to Foster Health Promoting Health Systems.  
European Commission, DG SANTÉ, Brussels.

[https://ec.europa.eu/health/expert\\_panel/sites/expertpanel/files/docsd/025\\_healthpromoting\\_healthsystems\\_en.pdf](https://ec.europa.eu/health/expert_panel/sites/expertpanel/files/docsd/025_healthpromoting_healthsystems_en.pdf). doi:10.2875/554801

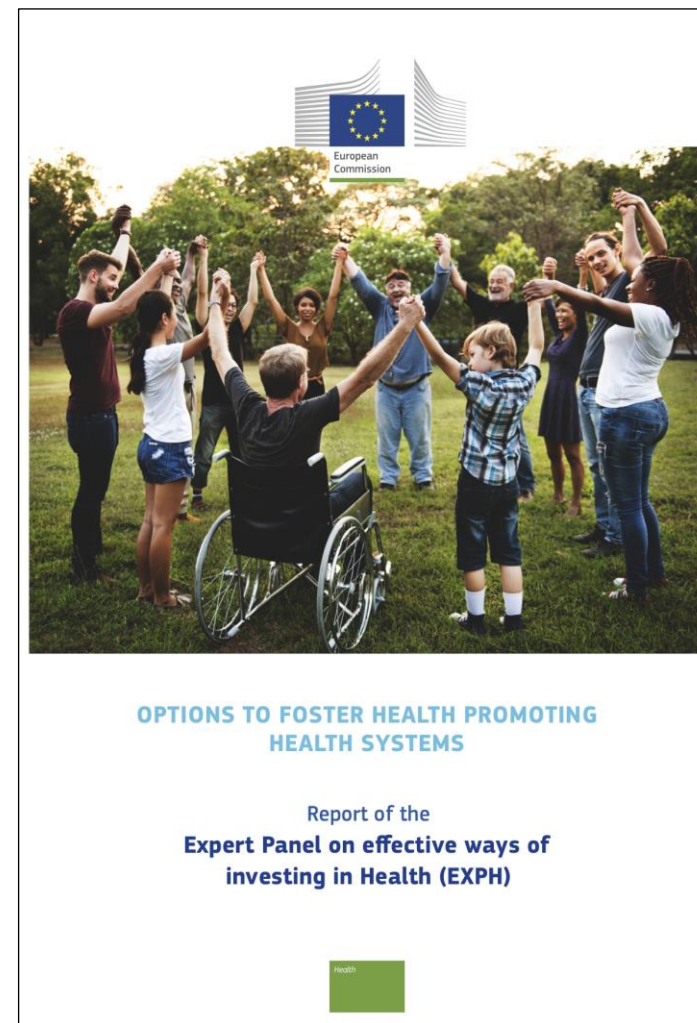
Fact Sheet: doi: 10.2875/097115 EW-04-19-706-EN-N



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# Barriers and Enablers of progress



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## Conceptual Barriers

- Health Promotion is poorly understood
- Lacks visibility
- Ethical issues

## Policy and Political Barriers

- Institutional norms and practices
- Medical model of health
- Competing vested interests
- Broad scope and diffusion of responsibility
- Lack of institutional structures and processes
- Lack of implementation mechanisms
- Funding mechanisms and incentives

## Enablers

- Advocacy for Health Promotion  
communicate its purpose, raise its  
visibility, justify policy implementation

## Policy and Political Requirements

- High-level political commitment
- Establish institutional structures and processes
- Develop capacity and strengthen delivery mechanisms
- Develop workforce capacity
- Invest in health promotion research and evaluation
- Sustainable financing



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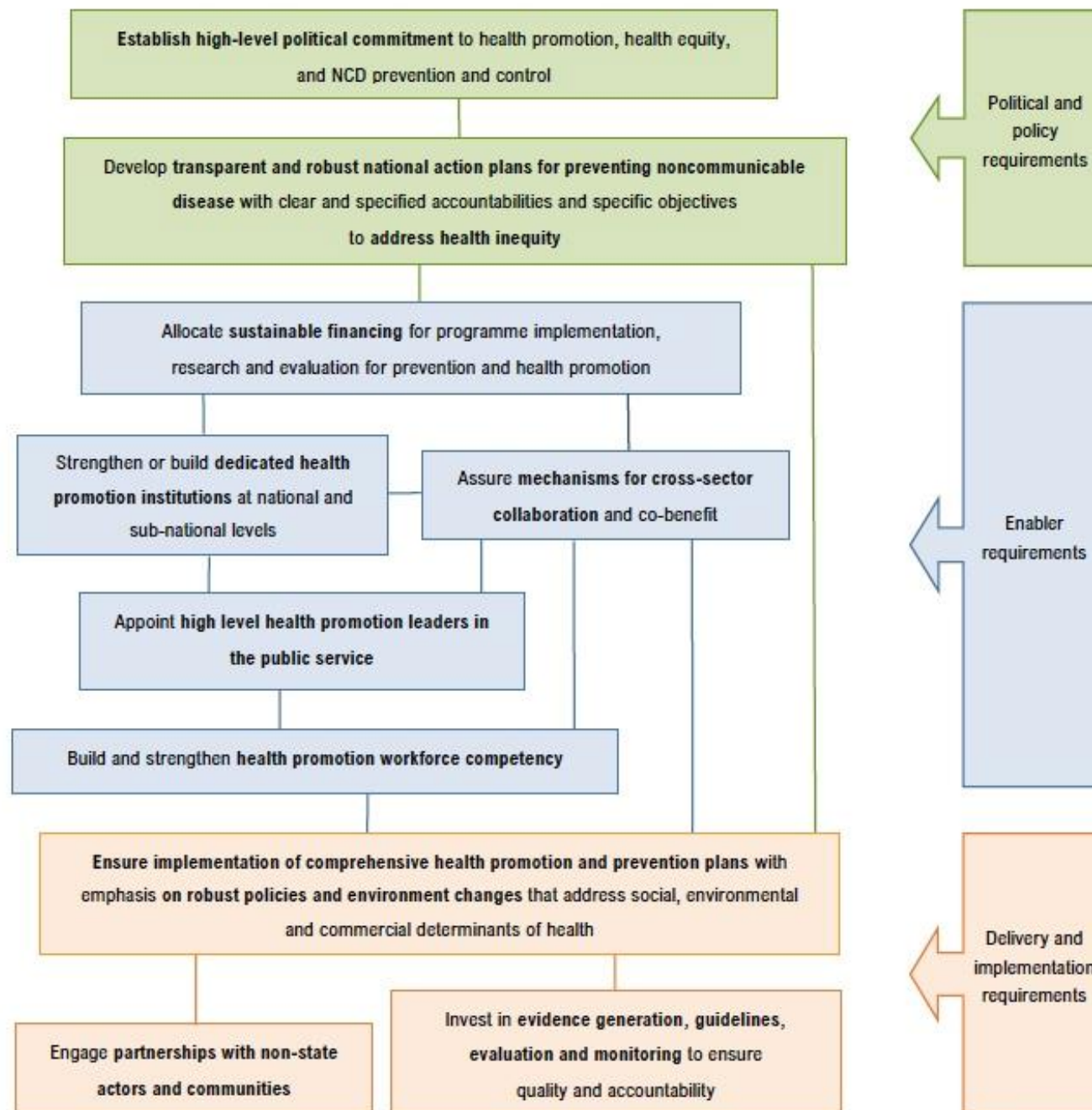
## IUHPE Position Statement on the System Requirements for Health Promotion and the Primary Prevention of NCDs (2018)

[https://www.iuhpe.org/images/IUHPE/Advocacy/IUHPE\\_NCDs\\_positionstatement.pdf](https://www.iuhpe.org/images/IUHPE/Advocacy/IUHPE_NCDs_positionstatement.pdf)



### Beating NCDs equitably

Ten system requirements for health promotion and the primary prevention of NCDs



# Integrating health promotion within health and social systems



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- Strengthen health promotion functions at the broader political and policy level as advocated by a Health in All Policies approach
  - promote coherent policy across sectors to enhance population health, equity, wellbeing
  - capacity and competence within health systems – intersectoral structures, systematic processes and mechanisms (Ståhl, 2018)
- Reorienting health services to health promotion
  - strengthening health promotion within public health and primary care
- Sustainable financing mechanisms for health promotion
- Organizational and workforce capacity – practice and research
- Mobilising community participation and engagement – especially among socially excluded and vulnerable groups and young people



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## Key Messages

Health promotion actions are critical to the delivery of improved population health and health equity, transforming health systems and enhancing human wellbeing and sustainable development.

Strengthening health promoting policies, practices and research is essential to achieve the UN Sustainable Development Goals and enable the conditions for a healthier world.



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