Building Capacity for Cardiovascular Health Promotion & Chronic Disease Prevention and Control in East Africa

Health Promotion in a Global Perspective

5th CDC/IUHPE Annual Seminar

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Defining what Health Promotion is
Its values, principles and strategic orientations for action from a global perspective
Sharing examples of effective implementation – International Networks
Health Promotion – What it is not?

Health Promotion is distinguishable from disease prevention
Health Promotion – What it is not?

It is also distinguishable from Health Education

Health Education involves learning opportunities designed to influence health knowledge, attitudes and behaviours. It is a knowledge and awareness raising enterprise, which is the first step in mobilising people towards health promotion action. But health education on its own is ineffective.
Health Promotion – What is it?

“A comprehensive social and political process which involves actions directed at strengthening the skills of individuals to improve their health, and also at changing the social, environmental and economic conditions so as to alleviate their impact on public and individual health” (WHO, 1998)
Health Promotion – What is it?

It is an **ideology** and a **process** that implements:

- A positive and operational definition of health
- Recognised values and principles
- Specific orientations of action
What makes it specific?

- HP involves the population as a whole in the context of their everyday life, rather than focus on people at risk for specific diseases.
- HP is directed towards action on the determinants or causes of health.
- HP combines diverse, but complementary, methods or approaches.
- HP calls for concrete public participation.
A positive and operational definition of health

The core of Health Promotion is about increased control of people over their own health and its determinants in the context of their everyday life, where they live, love, work, learn, and play. (WHO, 1986)
A positive and operational definition of health

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Parts of these determinants are shaped by individual behaviours

BUT

Significant parts of these determinants are shaped by forces beyond people’s immediate control
Therefore the need for multiple actors from various sectors working together:

- Communities – including individuals at risk and health workers
- Departments and ministries of health, education, urbanisation, etc.
- Private companies
- NGOs, community-based organizations, faith-based organizations
- Global level stakeholders recognizing that the macro perspective must provide a unifying framework so that actions at all levels are conceptually linked and mutually supportive
Values and principles

Empowerment

Equity & Social Justice

Democracy and Participation

Intersectoral Action

Sustainability
Empowerment

‘The social process of recognising, promoting and enhancing people’s abilities to meet their own needs, solve their own problems, and mobilise necessary resources to take control of their own lives.’


‘Empowerment is viewed as a process: the mechanism by which people, organizations, and communities gain mastery over their lives.’

Principles of Effective Community Participation

- Transparency
- Inclusiveness
- Information

Involving community as soon as possible

Communication
- Respect
- Evaluation
Ensuring sustainability of good programs has a number of components. We need to:

- Assess the value of continuing the program to decide whether it should be sustained.
- Market and disseminate the program so others can use it.
- Establish structures that help others to apply the program in their location and organisation.

Involving community as soon as possible
Health promotion has therefore important political, as well as philosophical and professional dimensions.
Five areas of public health action

- Healthy public policies
- Supportive environments
- Personal skills
- Community action
- Reorientation of health services
Healthy public policies

The building of healthy public policy is a key strategy for population health improvement, ensuring that health becomes the responsibility of policy makers in all sectors, and that policies outside of the health sector take account of their health impact.
Healthy public policies

Policy development and implementation are also necessary to facilitate translation of knowledge into behavior. Some of these policies of relevance to CVH include:

- Tobacco control
- Alcohol abuse
- Food commercialization
- Workplace policies – should allow employees time and space for physical activity and routine health screening
Developing personal skills focuses on supporting personal and social development through providing information, education for health and enhancing life skills for people throughout the life course. By so doing it increases the options available to people to exercise more control over their own health, enabling choices conducive to health.
Creating supportive environments makes the link between people and their environments in order to improve health. It involves addressing the cultural values, social norms, physical surroundings, political and economic structures that make up the home, workplace and community environments in which individuals and groups live.
Strengthening community action involves the empowerment of communities through strengthening social networks, building social capital, and building capacity for social change by providing information, learning opportunities and a broad range of resources.
Re-orienting health services (or systems) involves working towards a health care system which contributes to the pursuit of health. Reorienting health services requires strong attention to health research and evidence as well as changes in professional education and training. It also requires changing role – sharing some decision-making
Health promotion must be considered as a combination of concerted, integrated strategies of action on the broad determinants of health through the values-based process of enabling and empowering people to have control over these determinants.

There are three key words that describe the roles of health workers in undertaking this process:

- Enable
- Mediate
- Advocate

Ensuring changes, involving population
Health Promotion in action is usually implemented through a range of entry points...

**Health topics**
- Mental health
- Heart disease
- Diabetes
- Tobacco
- Well-being

**Population groups**
- Women's Health
- Adolescents
- Older people
- Marginalised populations
- Communities
- Patients

**Settings**
- Schools
- Work Places
- Hospitals
- Informal settlements
And through…

Key strategies

Advocacy

Collecting the Evidence of what works, why and how and disseminating knowledge

Capacity building

Partnership

Networking
A « setting for health » has been defined as « the place or social context in which people engage in daily activities in which environmental, organisational, and personal factors interact to affect health and well being (WHO, 1988)

Examples:
- The Healthy cities network
- The Healthy villages and municipalities network
- The Health Promoting Hospitals Network
- The Health Promoting Work Places
- The Health Promoting Schools
The Settings Approach
A number of benefits…

- It encourages connections between people, environments and behaviours
- It allows relationships between different groups of people
- It enables interactions between different issues to be taken into account
- It looks outward as well as inward facilitating intra- and inter-organisational awareness of wider impacts on health
Advancing health promotion & achieving equity in health globally

Working for more than 50 years to connect and support everyone committed to advancing health promotion and to achieving equity in health globally
Strategies

 Advocate for health and health promotion

 Build knowledge base for health promotion

 Professional and technical development

 Advance the quality of policy and practice

 Projects networks, partnership building

 Develop capacity globally, regionally, locally

 Short courses, conferences, training
The IUHPE works

As a **global professional network**

As a **dissemination & exchange hub**

As a **facilitating agency of technical expertise**
Global network of experts

→ Institutions

→ Individuals
A dissemination & exchange hub

• Regional and Global Conferences
• A Family of Journals
• Thematic Reports and Publications
• An online Presence
Online presence

Views of Health Promotion Online

Online Dialogue of the IUHPE

www.vhpo.net

Global IUHPE website

www.iuhpe.org
We support our work through Regional Offices
A couple of messages and quotes to conclude...

« I see health promotion as a network or as a rhizome that has made its way through the health arena and society not by creating massive infrastructures, but by changing minds » (Ilona Kickbush, 2007)
"I am joining this movement because I am fully convinced that African countries in Sub-Saharan Africa need it more than any other countries for the social development of their populations for the mere reason that their health problems for a large part are determined by factors outside the health sector specifically [...]

[...] even better, this approach of combined strategies and methods with multi-sectors, including the empowerment of the populations and the sustainability of actions is a guarantee of the best use of scarce resources for positive health outcomes in our countries. (Eric Ganhounouto, Benin – New Member of IUHPE, July 2008)