

**3RD ASIA-PACIFIC CONFERENCE
ON PUBLIC HEALTH
TRANSLATING EVIDENCE INTO PUBLIC HEALTH
ACTION**

Health Promotion's Contribution to Public Health

Michael Sparks

President

**International Union for Health Promotion and
Education (IUHPE)**

15 November 2011



IUHPE

International Union for Health Promotion and Education

1951-2011

60 Years



Harry Sigerist (1946):

“health is promoted by providing a decent standard of living, good labour conditions, education, physical culture, and means of rest and recreation”.

1978 - Declaration of Alma Ata



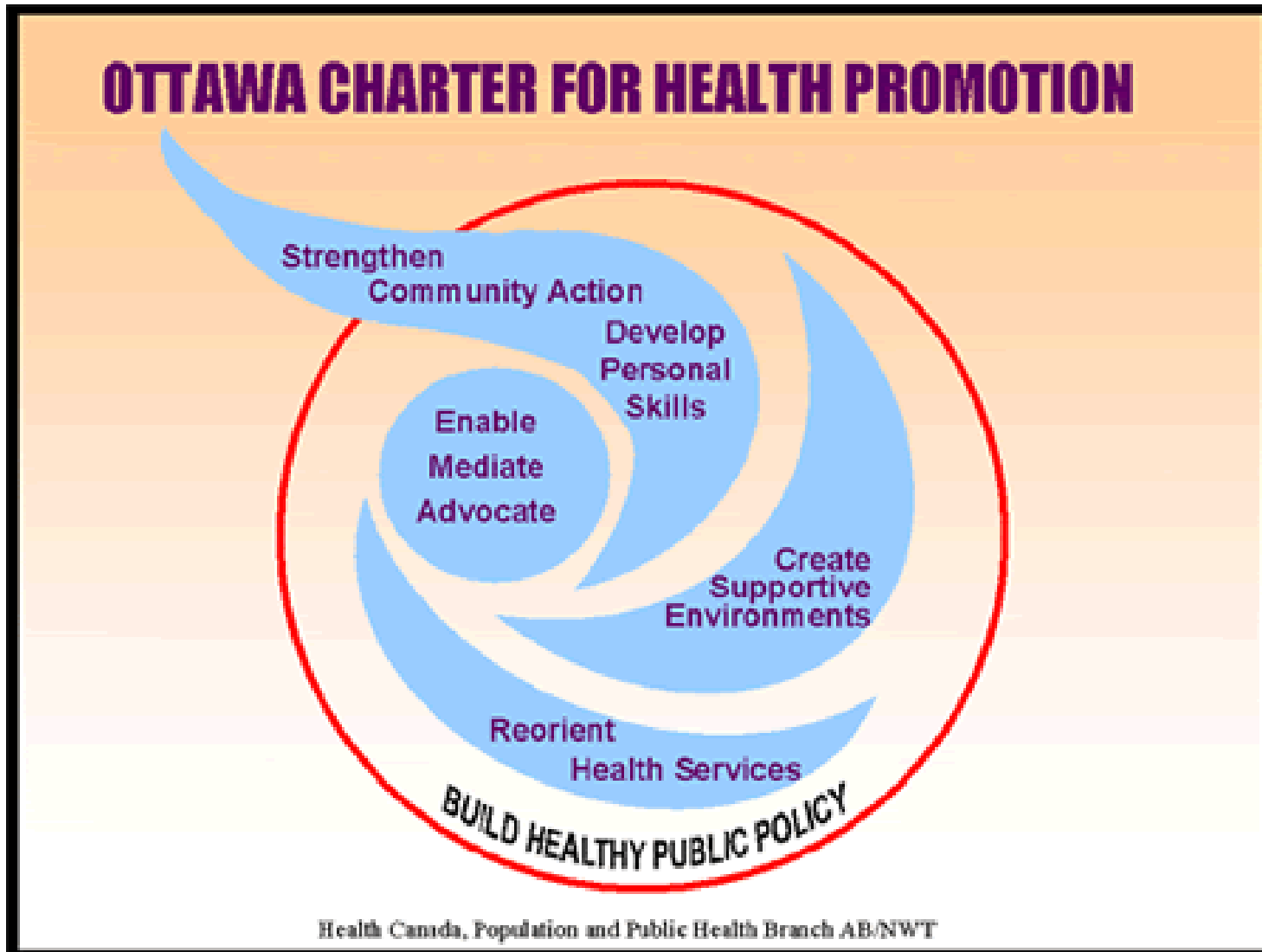
Key points of Alma Ata

- Health is a human right;
- Health inequities are unacceptable:
- Economic, social and political factors influence health;
- Primary health care is a key vehicle to attaining health for all people;
- Reinforces the mutual roles of government, the health sector and communities in achieving optimal health.

HEALTH PROMOTION

- Ottawa Charter: “*Health promotion is the process of enabling people to increase control over, and to improve, their health.*”

OTTAWA CHARTER LOGO

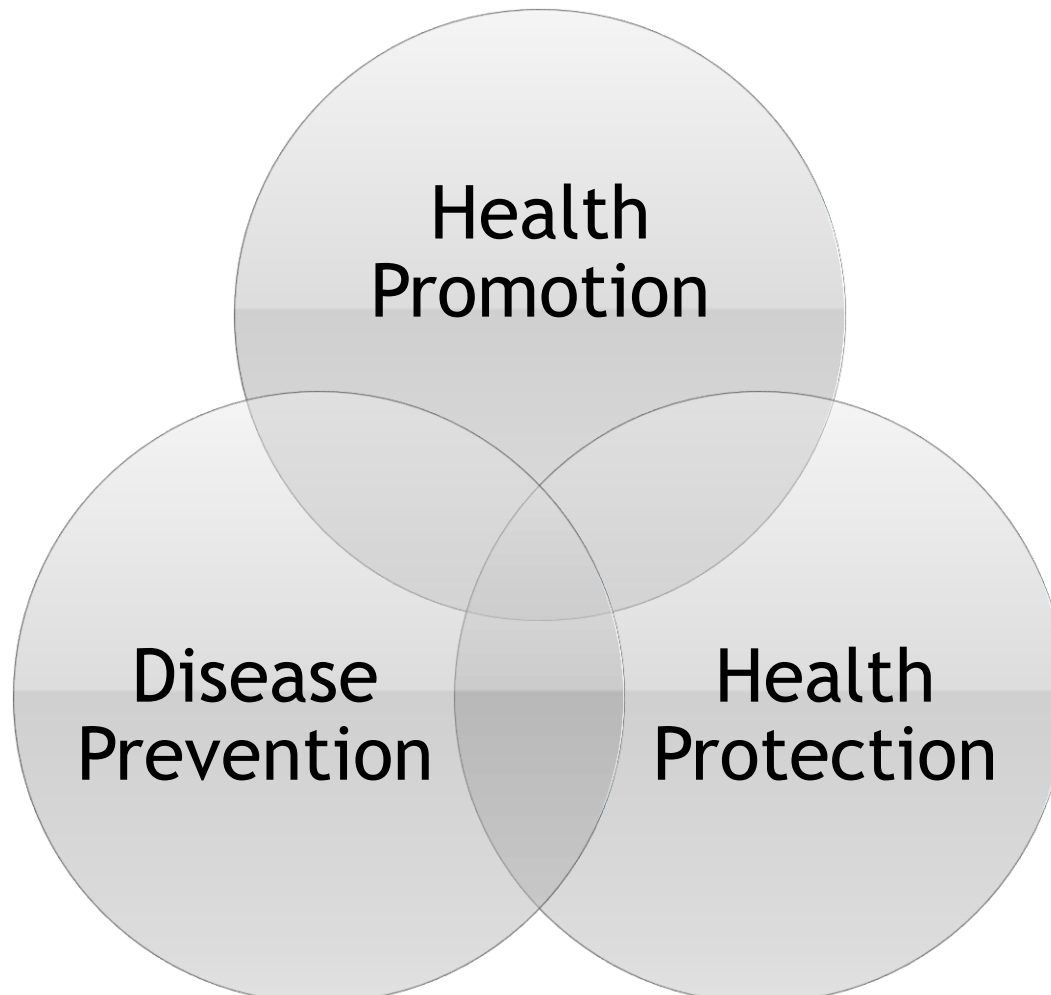


Unlike other aspects of public health, health promotion is about empowering people to take control of determinants of their health. It is not specifically about reducing a disease, but creating conditions in which individuals and populations can lead healthier lives.

Michael Sparks 2011

“A model of public health that does not address what actually causes health and disease is unlikely to improve public health.” (Goldberg 2008).

INTEGRATED MODEL OF PUBLIC HEALTH



Supportive Infrastructure



Scope of the FCTC

- Price and tax measures
- Health protection (exposure to smoke)
- Regulation (contents, product disclosure, sales to minors)
- Packaging and labelling
- Education, communication, training and public awareness
- Tobacco advertising, promotion and sponsorship
- Demand reduction measures concerning tobacco dependence and cessation
- Illicit trade in tobacco products
- Agriculture
- Environment
- Liability
- Research, surveillance and exchange of information
- Reporting
- Scientific, technical and legal cooperation



Evidence of Health Promotion Effectiveness in Africa

Editors
Mary Amuyunzu-Nyamongo
David O. Nyamwaya



David V. McQueen · Catherine M. Jones

EDITORS

Global Perspectives on Health Promotion Effectiveness



International Journal
for Health Promotion
and Education



Global Health Promotion



International Journal
for Health Promotion
and Education

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The Evidence of Health Promotion Effectiveness

*Shaping Public Health
in a New Europe*

HP-Source.net

"The Health Promotion Discovery Tool"

Health In All Policies



North Karelia Project

TABLE 1 Mortality changes in North Karelia in 1970-1995 (per 100 000, 35-64 years, men, age adjusted).

	Rate in 1970	Change in 1970-1995
All causes	1509	-49 %
All CVD	855	-68 %
Coronary heart disease	672	-73 %
All cancers	271	-44 %
Lung cancer	147	-71 %



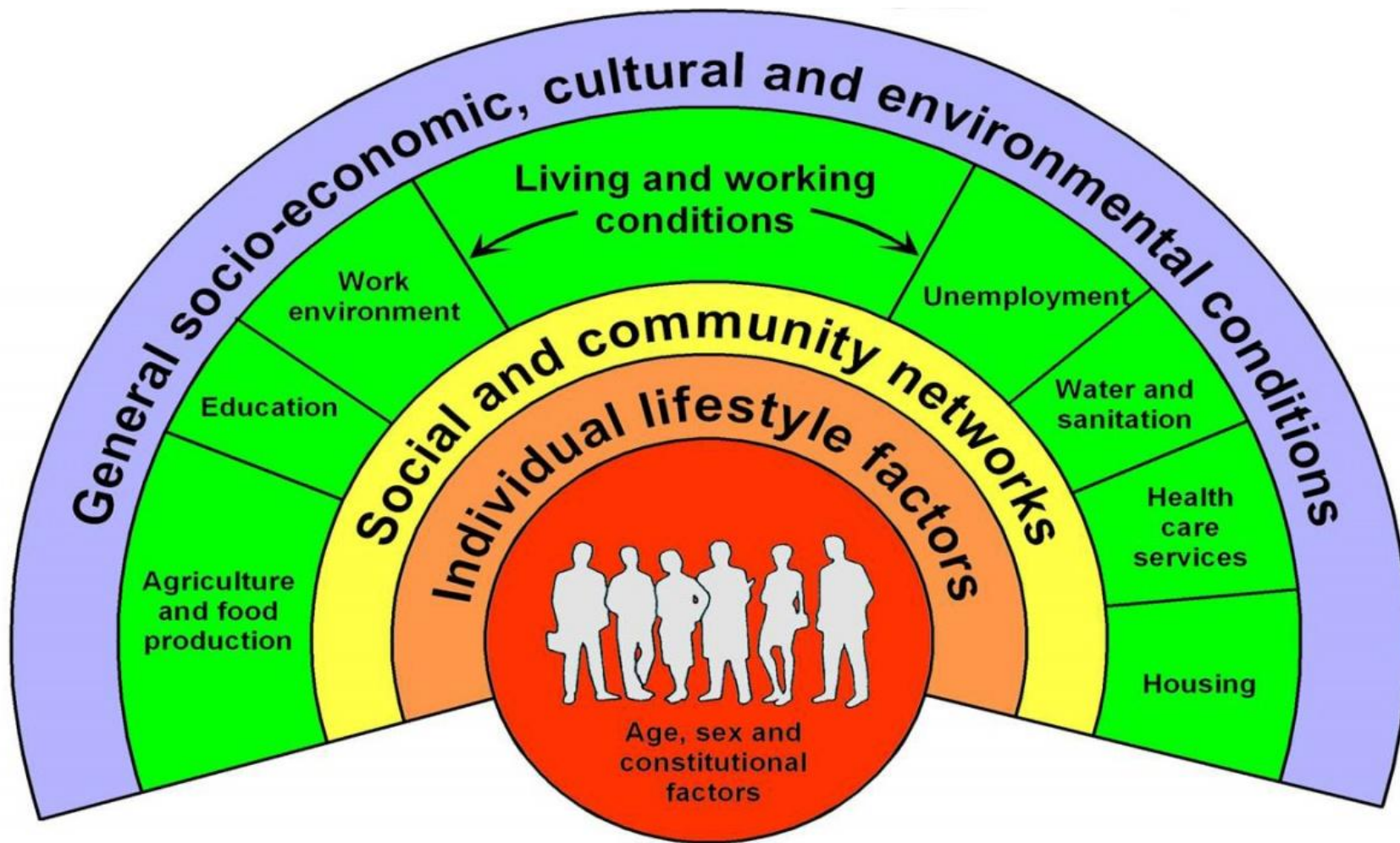
NON-COMMUNICABLE DISEASES

- Multi-sectoral approaches (governments, medical establishment, NGOs, charities, communities, individuals)
- Focus on common risk factors: physical activity, nutrition, alcohol, tobacco, stress, infrastructure to support healthy choices, settings-based approaches.
- Supported by surveillance
- Strong research agenda

Why treat people...



...without changing what makes them sick?



Source: Dahlgren and Whitehead, 1991

SUPPORTIVE ETHOS AND ENVIRONMENT which promotes:

- safety and security
- positive health practices
- communication and collaboration
- respect and tolerance
- cultural values and attitudes

TEACHING AND LEARNING which is:

- sequenced and activity based
- accessible and equitable
- health context focused
- based on active participation
 - concerned with positive self image
 - concerned with personal decision making



COOPERATIVE PARTNERSHIPS which enhance:

- government and non-government collaboration
- personal and group welfare
- counselling and case-management
- individual and community responses to health needs
- parent involvement in school planning and activities
- personal development for school community

Breakfast Sandwiches

Breakfast Sandwich	300
Breakfast Sandwich with Egg	450
Breakfast Sandwich with Bacon	430
Breakfast Sandwich with Egg and Bacon	510
Breakfast Sandwich with Bacon and Egg	410
Breakfast Sandwich with Bacon and Egg	420
Breakfast Sandwich with Bacon and Egg	420

Calories

meal**
450
600
580
660
560
570

Platters

- Hot Cakes
- Hot Cakes
- Big Breakfast
- Deluxe Breakfast
- Breakfast



Notice to all park users

Effective May 23, 2011, smoking
will not be allowed within the park.
Thank you for your cooperation.



www.nyc.gov/parks



ARE YOU POURING ON THE POUNDS?

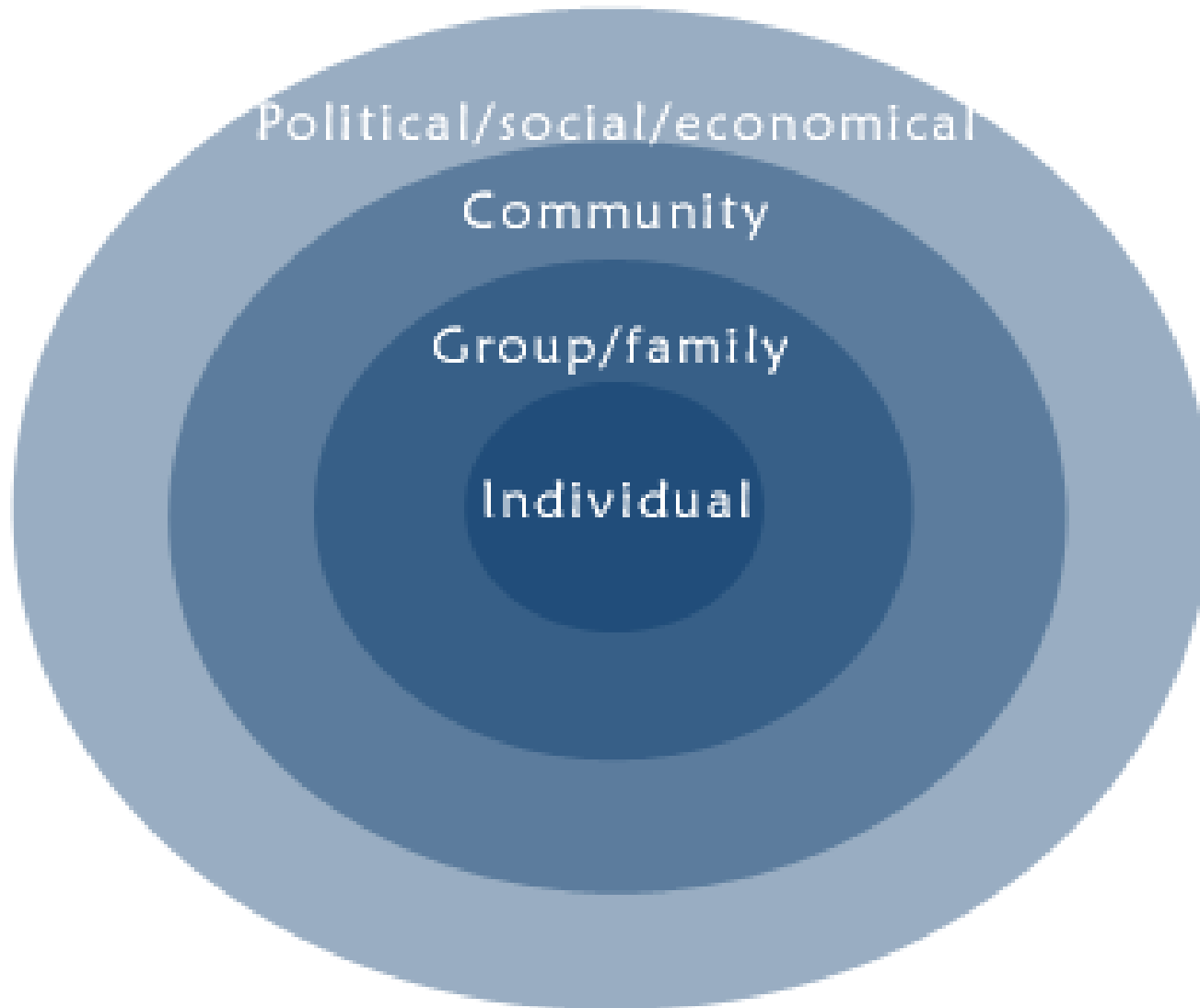
DON'T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC
Michael A. Bloomberg,
Mayor

Department of
Health & Mental
Hygiene
Thomas F. Farley, M.D., M.P.H.,
Commissioner



Levels of Public Health Activity



PRESENT-DAY FOCUS OF HEALTH PROMOTION ACTIVITIES

- ◉ **Political/social/economic** - Social determinants, MDGs, specific policy and regulatory frameworks (FCTC, alcohol, traffic safety, etc)
- ◉ **Community/group** -traditional community development, health literacy, empowerment, capacity building, skills, knowledge, attitudes, etc
- ◉ **Individual** - risk factor management, e.g. - diabetes, nutrition, physical activity, smoking, alcohol, etc.

THE 'RATED' FRAMEWORK

- ◉ **Read** - be aware, become familiar with the texts from global bodies
- ◉ **Analyse** - assess how the issue is relevant in your context and what special features or conditions need to be taken into consideration
- ◉ **Translate** - develop and implement a local response that is relevant to your context
- ◉ **Evaluate** the effectiveness of your response
- ◉ **Disseminate** the results through networks, publications (journals, newsletters, newspapers, magazines, networks)

READ

- - be aware, become familiar with the texts from global bodies
 - Web-sites
 - Newsletters
 - Journals
 - Newspapers
 - Television
 - Radio
 - Networks (personal and virtual)
 - Colleagues
 - Government messages

ANALYSE

- assess how the issue is relevant in your context and what special features or conditions need to be taken into consideration
 - Be very specific about what applies and what can be done in your context;
 - Culture and traditional practice must also be analysed;
 - Decide if you need a local response or not;
 - Investigate responses from other similar communities (if responses exist); and
 - Find out if there is other support for the approach in your area.

TRANSLATE

- develop and implement a local response that is relevant to your context
 - Find out if the global source provides support and/or training for local implementation;
 - Use guidelines or adapt templates to your circumstances if they are available;
 - Ensure goals are SMART (Specific, Measurable, Achievable, Realistic and Time-limited);
 - Build in an evaluation strategy and a dissemination strategy from the start; and
 - Involve all the necessary players (partnerships, inter-sectoral action, community action).

EVALUATE

- the effectiveness of your response
 - Evaluate processes, outputs and outcomes;
 - Monitor progress throughout the implementation, not just at the end;
 - Ensure that participating staff and partners have the necessary skills and knowledge to evaluate;
 - Ensure that you are being accountable to all the necessary people, partners, funders in your evaluation; and
 - Make sure you are actually measuring the things you set out to change.

DISSEMINATE

- the results widely through networks, publications (journals, newsletters, newspapers, magazines, social media), discussions and story-telling.
 - This is the only way the world will know what you have tried.
 - This is the only way that similar communities will know what works or doesn't work.
 - This is the only way that your local context can contribute to the global knowledge base on the issue.
 - This is a way of recording your effort for the future.

STEPS IN APPLYING THE 'RATED' FRAMEWORK:

- **Read**
- **Analyse**
- **Translate**
- **Evaluate**
- **Disseminate**

FUTURE OF THE RATED FRAMEWORK

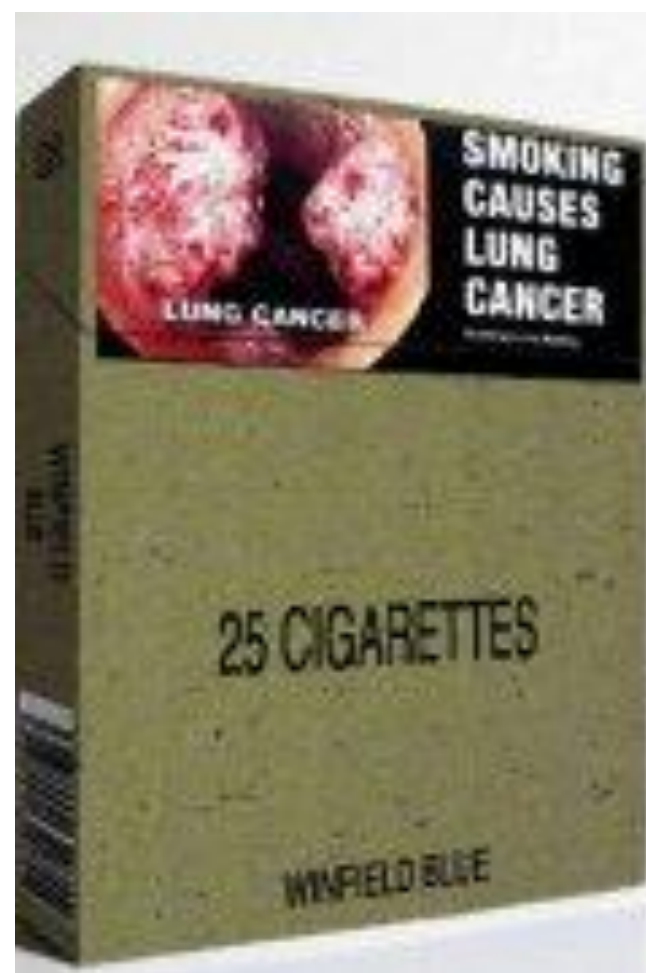
Publication of the framework ideas in peer-reviewed journal(s);

Development of an interactive web-site(s) to:
provide information on the framework; and

- create a platform for people to:
 - implement the framework;
 - provide feedback on the framework;
 - build case studies; and
 - support others who are implementing the framework;

Writing up the case studies; and

Publishing the framework, process, case studies
and analysis (2012-2014).



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