

# COMMUNITY HEALTH 1 - UNIT 2 HEALTH PROMOTION

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# UNIT OBJECTIVES

By the end of this unit, you will have achieved the following objectives;

- ◉ Plan, organize and facilitate health education- related messages
- ◉ To design health promotion materials
- ◉ Utilize the methods and channels of health provision of health care
- ◉ Share targeted health messages to promote healthful living to patients /clients

# PRIMARY HEALTHCARE AND CBHC

## Introduction

- ◉ Definitions - Principles, illness prevention, levels of prevention, health restoration, Ottawa charter.
- ◉ Health Education - definition, aims and objectives, health education approaches, steps in carrying health education programmes, methods of health education, tips of health education

# TERMS AND CONCEPTS

## Health

- A broad concept with various definitions
  - A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO, 1946)
  - Its holistic and includes different dimension
- Physical health- fitness, not being ill, absence of signs and symptoms

# TERMS AND CONCEPTS...

- Mental health - positive sense of purpose and an underlying belief in one's own worth
  - e.g. feeling good, feeling able to cope
- Emotional health- ability to feel, recognize and give a voice to feelings and to develop and sustain relationships
  - e.g. feeling loved
- Social health- sense of having support available from family and friends

# TERMS AND CONCEPTS...

- Spiritual health - the recognition and ability to put into practice moral or religious principles or beliefs and the feeling of having a purpose in life.
- Sexual health - the acceptance and ability to achieve a satisfactory expression of one's sexuality.

# DEFINITION OF HEALTH PROMOTION

## Ottawa Charter and WHO

- ⦿ It is the process of enabling people to increase control over and improve their health. (Ottawa H.P. Charter).

## Principles of Ottawa Charter

- ⦿ Building healthy public policy.
- ⦿ Creating supportive environments.
- ⦿ Strengthening community action.
- ⦿ Developing personal skills.

# DEFINITION OF HEALTH PROMOTION ...

- Re-orienting health care services toward prevention of illness and promotion of health.



# OTTAWA CHARTER

- The first International Conference on Health Promotion was held in Ottawa, Canada in November 1986.
- The aim of the conference was action to achieve Health for all by the year 2000 and beyond.
- Strategies for health promotion-Ottawa charter

# OTTAWA CHARTER..

- It incorporates five key action areas in Health Promotion
  - build healthy public policy,
  - create supportive environments for health,
  - strengthen community action for health,
  - develop personal skills, and
  - re-orient health services)
- It has three basic HP strategies
  - to enable,
  - mediate, and
  - advocate.

# AIM OF OTTAWA CHARTER

- The aim of the conference was action to achieve Health for all by the year 2000 and beyond.

## **Elements of good governance for health**

- To maximize the success and legitimacy of the public health law reform process, countries should integrate the following principles into the law reform process

# EIGHT ELEMENTS OF GOOD GOVERNANCE

## Rule of Law.

- ◉ Good governance requires fair legal frameworks that are enforced by an impartial regulatory body, for the full protection of stakeholders.
  - Transparency. ...
  - Responsiveness. ...
  - Consensus Oriented. ...
  - Equity and Inclusiveness. ...
  - Effectiveness and Efficiency. ...
  - Accountability. ...
  - Participation.

# HEALTHY CITIES

- A healthy city is one that is
  - continually creating and improving those physical and social environments
- It expands those community resources which
  - enable people to mutually support each other in performing all the functions of life and developing to their maximum potential.”
- The goal is to maximize disease prevention via a "whole system" approach,
- This integrates multi-disciplinary action across risk factors.

# HEALTHY CITIES...

- The key principles of all Healthy Settings include
  - community participation,
  - partnership,
  - empowerment and
  - equity.
- Initiated by WHO in 1986, The Healthy Cities programme is the best-known example of a successful Healthy Settings approach

# WHAT IS A HEALTHY CITY?

A Healthy City aims to:

- ◉ to create a health-supportive environment,
- ◉ to achieve a good quality of life,
- ◉ to provide basic sanitation and hygiene needs,
- ◉ to supply access to health care.
- ◉ Being a Healthy City depends not on current health infrastructure,
  - rather upon a commitment to improve a city's environs and a willingness to forge the necessary connections in political, economic, and social arenas.

# THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT:

- In 2015, the UN re-emphasized the interconnected nature of global development efforts by setting 17 Sustainable Development Goals (SDGs).
- Health promotion efforts, grounded in a health cities approach, can contribute to achieving these goals, including SDG 11: “make cities and human settlements inclusive, safe, resilient and sustainable”.



# ASSIGNMENT

- ◉ READ ON SUSTAINABLE DEVELOPMENT GOALS (SDGs)

# METHODS OF HEALTH PROMOTIONS

- ◉ Audio
- ◉ Visual aids
- ◉ Songs
- ◉ Barazas
- ◉ Schools
- ◉ Youth groups
- ◉ Women and male groups
- ◉ Role plays

# COMMUNITY DIALOGUE

- Community dialogue is a forum that draws participants from different sections of a community
- It creates the opportunity for exchanging
  - information and perspectives,
  - clarifying viewpoints, and
  - developing solutions to issues of interest to the community.

## **Steps of an organized community dialogue**

- Steps in Organizing a Dialogue
  - Think about your community. ...

# COMMUNITY DIALOGUE..

- Think about your goals.
- Think about who should be included.
- Think about what format to use.
- What's going on in our community that a dialogue would address? ...
- Who should be involved?
- Look for other groups with which to partner.