



Lecture 3: Models of Health & Health Promotion

Dr. Nyawade

Course Outline

WEEK 2:

Models of Health and Health Promotion

- Biomedical Model
- Social Ecological Model (SEM)
- Trans-theoretical Model (TTM)

The Ottawa Charter of Health Promotion

- Three basic Strategies of Health Promotion
- Pre-requisites for health
- Priority areas in planning health promotion initiatives

Session Objectives

By the end of this session you should be able to:

- Describe the basic models and theories in Health and Health Promotion
- Apply the models during planning and implementation of interventions
- Recognize the Ottawa Charter as the origin of Health Promotion
- Explain the five priority action areas in the Ottawa Charter

Models of Health and Health Promotion

1. Biomedical Model of Health
2. Social Ecological Model (SEM)
3. Trans-theoretical Model (TTM)
4. The Ottawa Charter of Health Promotion

1. Biomedical Model of Health (I)

- Focus is on biological or physical aspects of disease and illness
- Practiced by doctors and other clinical healthcare professionals
- Includes diagnosis, treatment and cure

1. Biomedical Model (II)

Advantages

- Advances in technology exploited
- Effectively treats common illnesses
- Improves quality of life
- Extends life expectancy

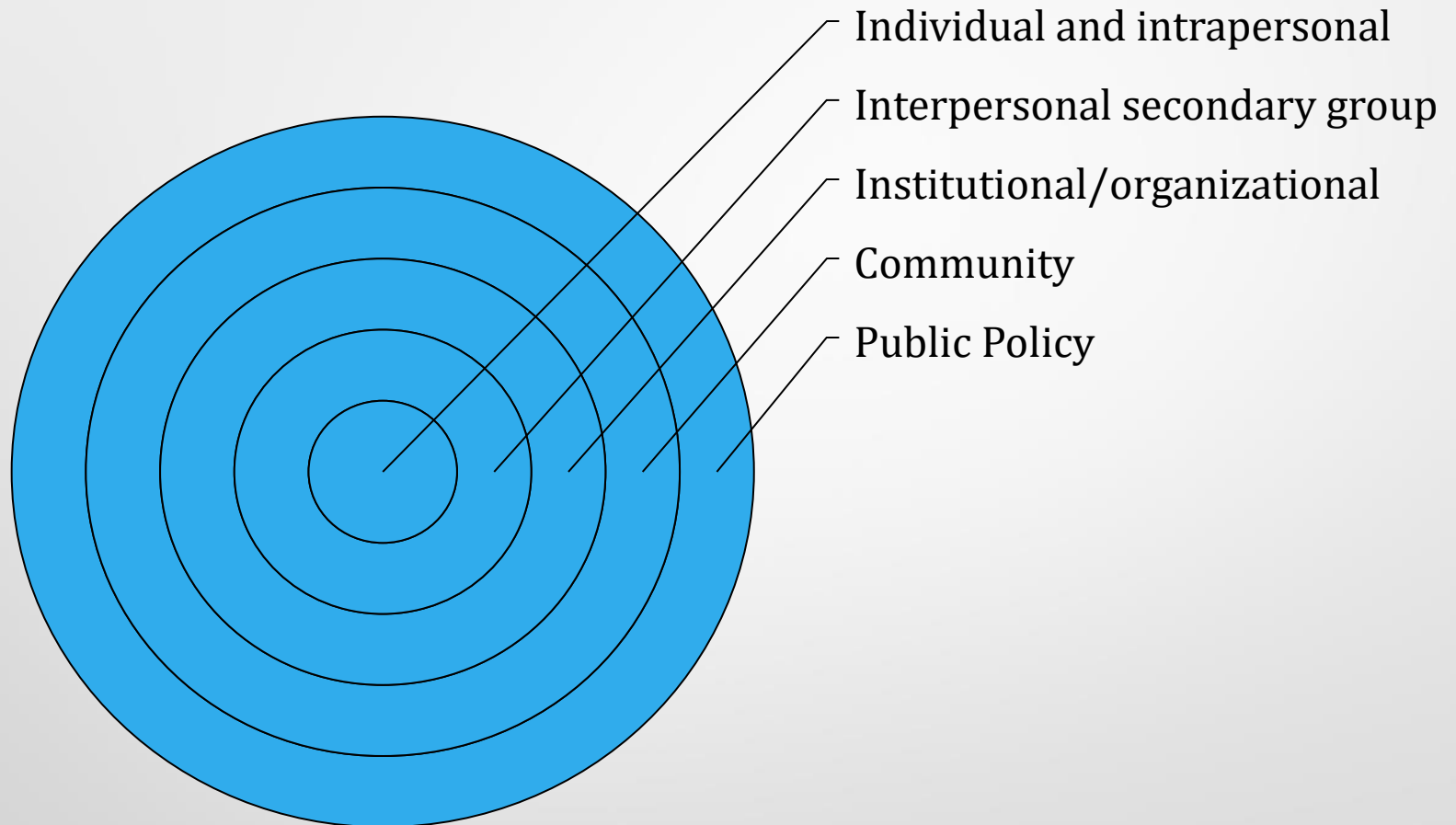
Disadvantages

- Expensive because the care has to be paid for
- Doesn't promote health- Focus is on the condition and not the determinant
- Not every condition can be treated – e.g. cancer

Behavior Change Theories & Models

- First need to decide on what level to intervene
- Consider the ecological perspective (McLeroy et al., 1988)
 - Intrapersonal, or individual, factors
 - Interpersonal factors
 - Institutional, or organizational, factors
 - Community factors
 - Public policy factors

2. Social Ecological Model (I)



There are five levels of factors that influence health behavior and levels of analysis.

2. Social Ecological Model (II)

- Improvements in health and wellbeing are based on addressing the social, economic and environmental determinants
- **Advantages**
 - Providing education to prevent disease
 - Supported by government– immunizations
 - Less expensive (prevention is cheaper than treating)
 - Encourages individuals to change/modify behavior to improve quality of life
 - Community approach – involves all levels of community
 - Increase in economic development – healthy population

2. Social Ecological Model (III)

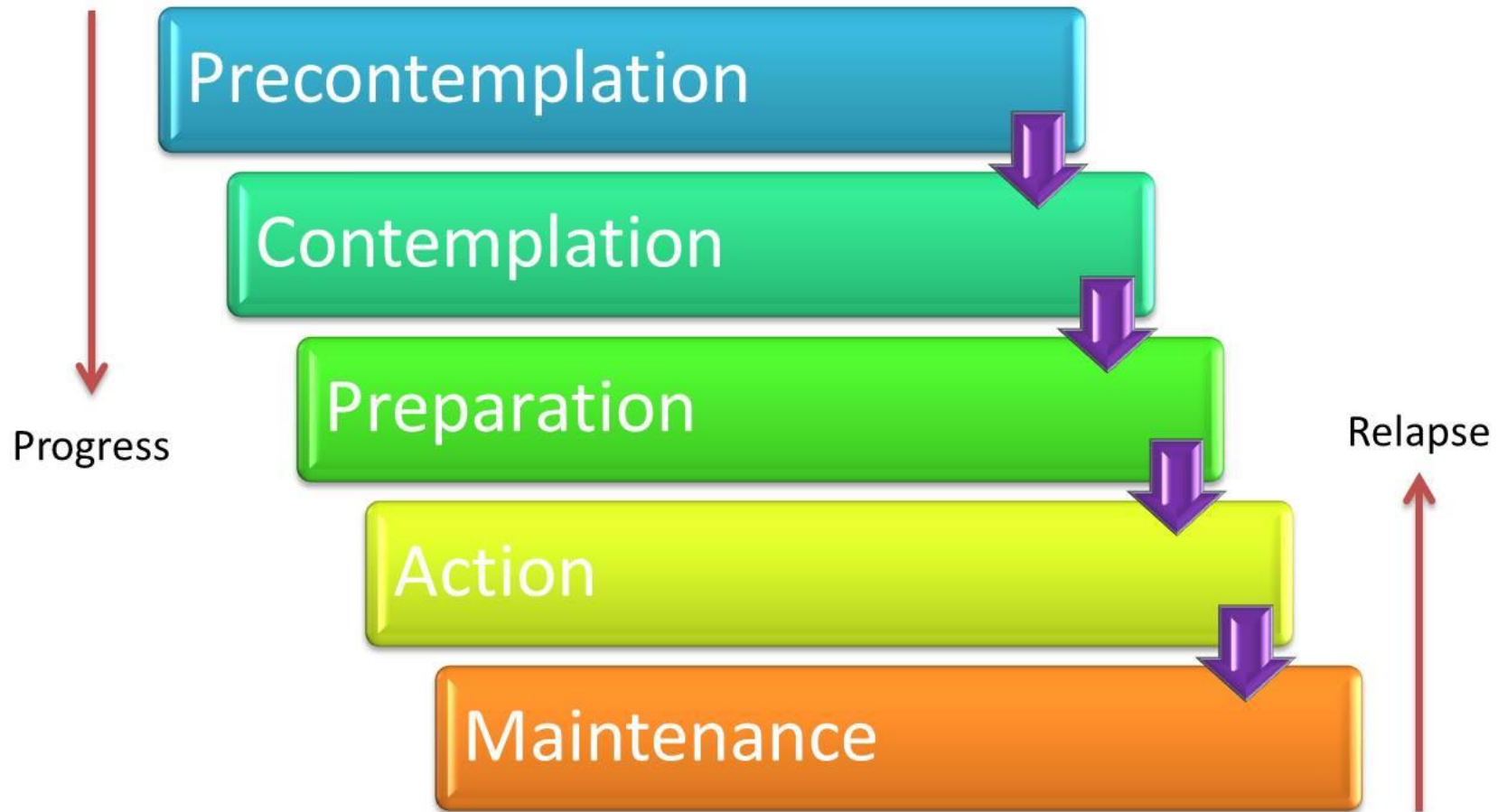
- **Disadvantages**

- Lack of education to the whole population – others may have barriers like language
- Population may not be motivated – smoking, overweight
- Lifestyle is difficult to change
- Not believing it will happen to them
- Not all diseases can be prevented
- Results take a long time – **change is a process**

3. Trans-theoretical Model (TTM)

- TTM is also referred to as Stages of Change Theory
- 5 stages of behavior change
 1. Pre-contemplation
 2. Contemplation
 3. Preparation
 4. Action
 5. Maintenance
 - {Termination}

3. Trans-Theoretical Model



Pre-contemplation

- Person is not aware that they have a problem and does not see how unhealthy behavior is effecting their life or health.
- Process of change:
 - Consciousness raising
 - Social liberation
 - Helping relationships

Contemplation

- Person knows that change would be good, but does not have the confidence to change and needs more information.
- Process of change:
 - Self re-evaluation
 - Dramatic relief (emotional arousal)
 - Helping relationships

Preparation

- Person begins preparing for changing unhealthy behavior for new healthy behavior.
- Process of change
 - Self-liberation (commitment)
 - Helping relationships

Action

- Person begins the new healthy behavior.
- Process of change
 - Reinforcement management (Reward)
 - Helping relationships
 - Stimulus control
 - Counter-conditioning

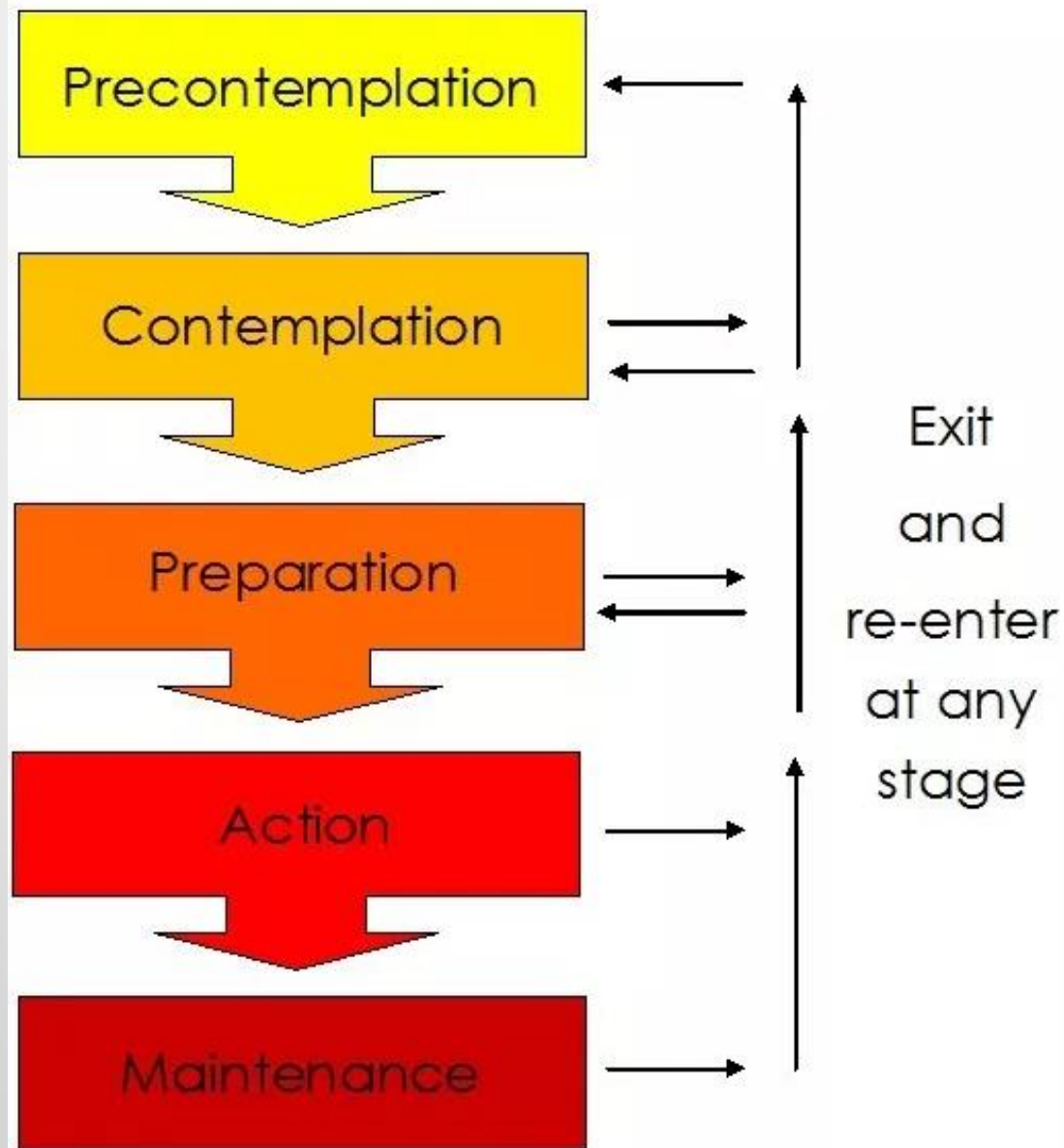
Maintenance

- Person is practicing healthy behavior but may need feedback and a booster to avoid obstacles and temptations.
- Process of change
 - Helping Relationships

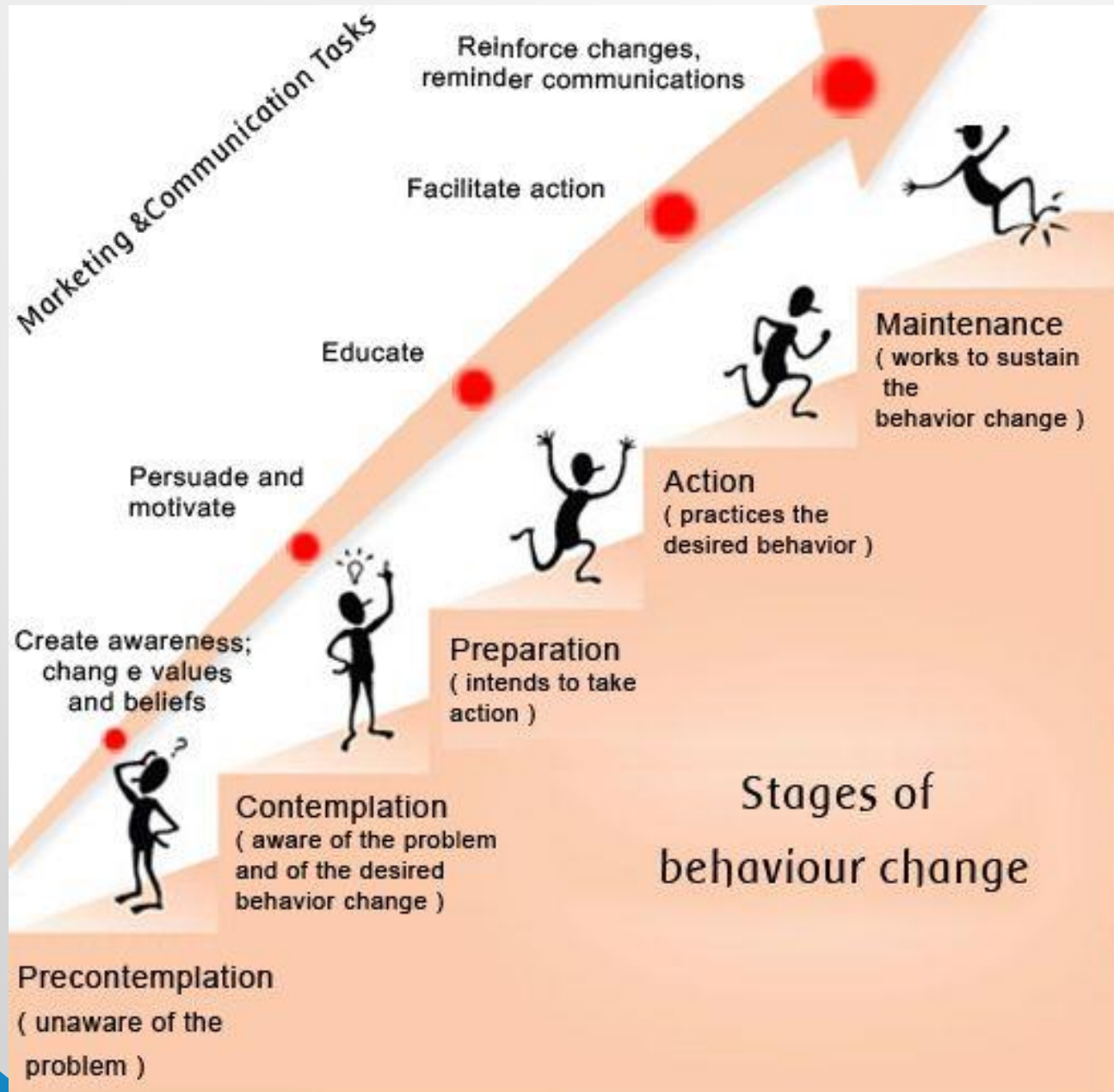
Termination

- **Not one of the stages**
- Person feels that new behavior is a part of their life and they never look back and think about the unhealthy behavior.
 - Helping Relationships

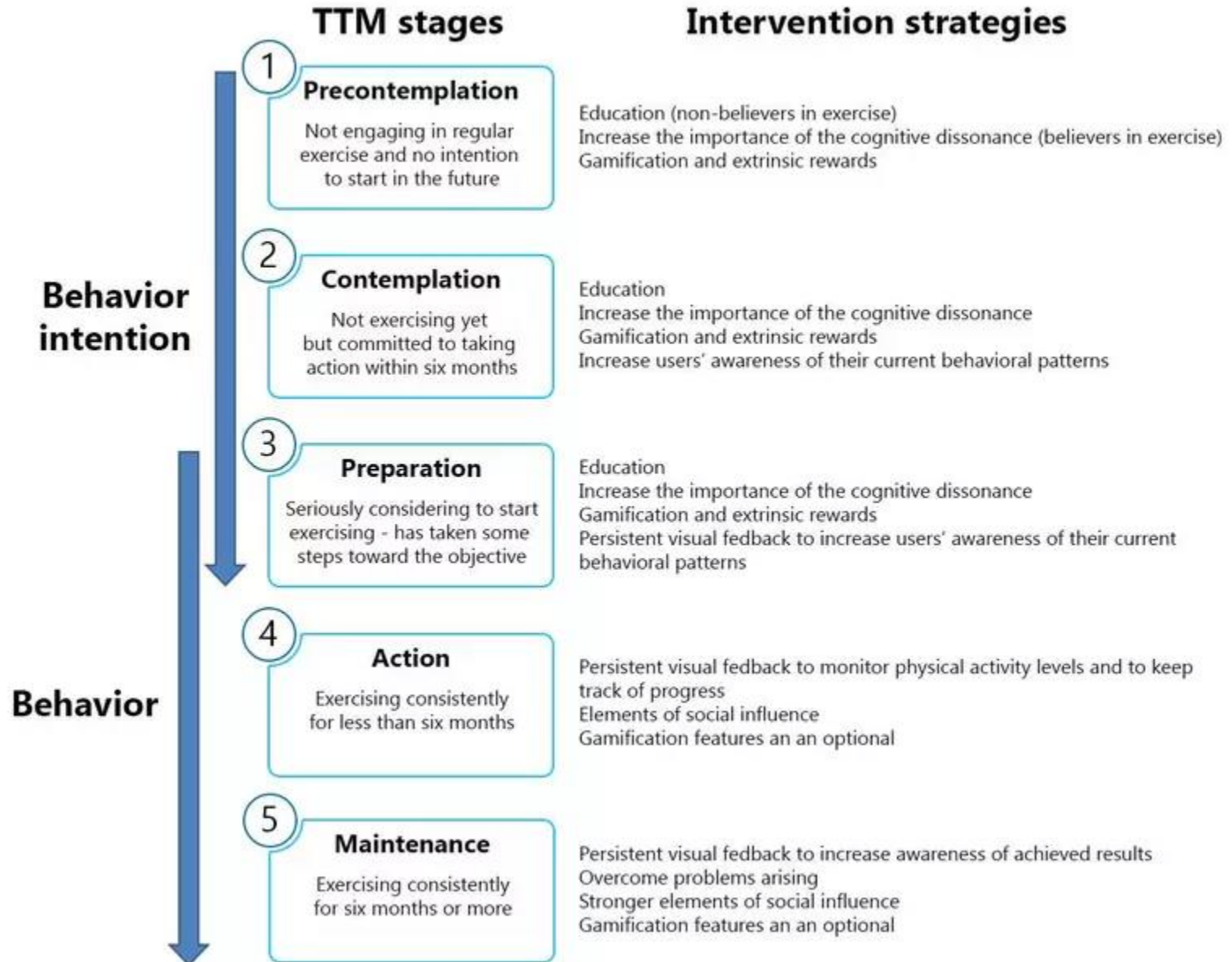
The Stages of Change Model



Possible Interventions



Possible Interventions



Ottawa Charter for Health Promotion

- In 1986, Canada hosted the first International conference on health promotion in Ottawa
- As an outcome of the conference, a document was developed that provided organizations and stakeholders guidelines on health promotion strategies
- The Ottawa Charter outlined the principles and functions of health promotion
- Due to the dynamic nature of public health there have been changes during the subsequent conferences over the years

Three Basic Strategies of Health Promotion

- **Enable**

- People to achieve their fullest health by closing the gap. Ensures equal opportunities

- **Mediate**

- Healthcare professionals coordinate action between interested parties like governments, NGOs, etc

- **Advocate:**

- Getting the message out

Enabling

Consist of informing, educating, screening and communication

Taking action aimed at empowering people through

- Mobilization of human and material resources
- Strengthening people's knowledge and skills required to prevent ill health, enhance and protect healthy behaviour

Mediation

Involves inter-sectoral collaboration, partnerships and networking

- Bringing change in peoples lifestyles and living conditions produces conflicts between sectors and interests
- Such conflicts may arise for instance from concerns of access to use of and distribution of resources, constraints of organization practices, community practices, individual practices.
- **Mediation** is a process of reconciling the different interests (personal, economic, social & political) in the society in ways that promote health

Achieved through legal, fiscal, environmental policies, measures and organization interventions

Advocacy

Used for policy formulation, change, review, implementation and enforcement

- Research on policies and their impact on health and highlight best practices
- Educate policy makers and decision makers on this and propose the desired change needed.
- Solicit political commitment, policy support, social acceptance and systems support for a particular health goal or program
- Implement the desired change and evaluate

Competencies (I)

In order to undertake roles effectively the Health Promotion Officers require the following competencies

1. **Knowledge in practice** - an understanding of health and how to improve it, including increasing understanding of public health issues
2. Health intervention planning and implementation - **good organizational, time management and project management skills**

Competencies (II)

In order to undertake roles effectively the Health Promotion Officers require the following competencies

3. **Learning and Development** - to keep up-to-date about the latest research findings in health, and also on national and local government policies relating to community health promotion
4. Evaluation, research and knowledge translation - **good research and analytical skills**

Competencies (III)

In order to undertake roles effectively the Health Promotion Officers require the following competencies

5. Partnerships, collaboration and advocacy
6. Cultural competency skills and health equity
7. Leadership skills and effective communication skills
8. Use of Technology and self motivation

Eight Pre-requisites for Health

In 1986 definition of health was expanded to include:

- Peace
- shelter
- education
- Safe and adequate food supply
- Adequate income
- Stable ecosystem: a balance between plants and animals (food, water and air)
- Sustainable resources (food, water, income)
- Social justice and equity: fair treatment to all

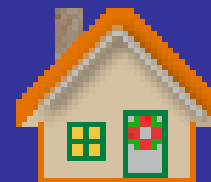
Peace



Social justice & equity



Shelter



Sustainable resources



Pre-requisites for health

Education



A stable ecosystem



Income



Food



Five Priority Areas

- These are priority areas that should be taken into account when planning health promotion initiatives:
 - **Build healthy public policy:** tax on cigarettes, seatbelts, ban on plastics
 - **Create supportive environments:** walking tracks
 - **Strengthen community action:** immunization involves govt., schools, parents, media
 - **Develop personal skills:** gaining knowledge and life skills to make informed health decisions
 - **Reorient health services:** not to just focus on diagnosis and treatment

Exercise 2: 15 Minutes

Case Study 2

- A family of seven arrived in your local community from Somalia. They are Muslims. Their ages range from 10 months to 40 years. They have no friends or relatives here; they have lost their home and have no money, they are not working and they have no health insurance. They are in temporary accommodation in the village hall with ten other families.
- List all the factors that will influence the health of these families in terms of:
 - those factors that will promote and protect their health and
 - those that will undermine their health.

Questions?

