Defining and illustrating Health Promotion: How student's primary prevention projects are imbedded in this key PHC principle

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Outline

- Health Promotion (HP) definition
- Key principles in Health Promotion
- Background of the student's primary prevention projects
- How projects are imbedded in the HP four key principles
- Conclusion: How Primary Health Care is supported through the primary prevention projects
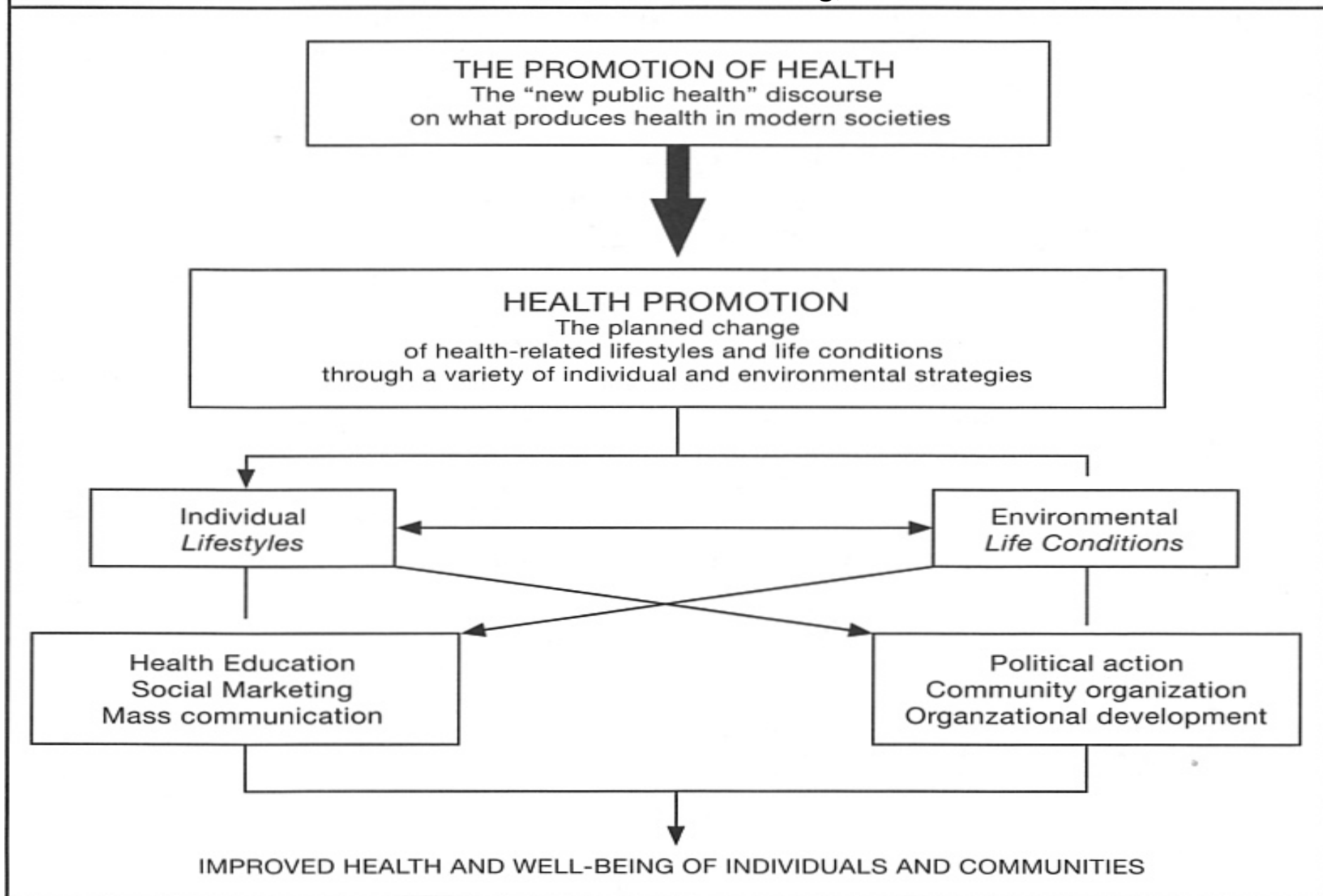
Health Promotion Definitions

- Many different definitions but none officially recognized (O'Neill & Stirling, 2007)

The process of enabling people to increase control over, and to improve their health » *(Ottawa Charter with WHO in 1986)*

« *…any planned combinaison of educational, political, regulatory and organizational supports for actions and conditions of living conducive to the health of individuals, groups or communities » (Green & Kreuter, 2005)*

FIGURE 3.2: THE PROMOTION OF HEALTH VERSUS HEALTH PROMOTION   O'Neil & Sterling, 2007

THE PROMOTION OF HEALTH
The "new public health" discourse
on what produces health in modern societies

HEALTH PROMOTION
The planned change
of health-related lifestyles and life conditions
through a variety of individual and environmental strategies

Individual
Lifestyles

Environmental
Life Conditions

Health Education
Social Marketing
Mass communication

Political action
Community organization
Organzational development

IMPROVED HEALTH AND WELL-BEING OF INDIVIDUALS AND COMMUNITIES

Health promotion: key concepts

- Social determinants of health
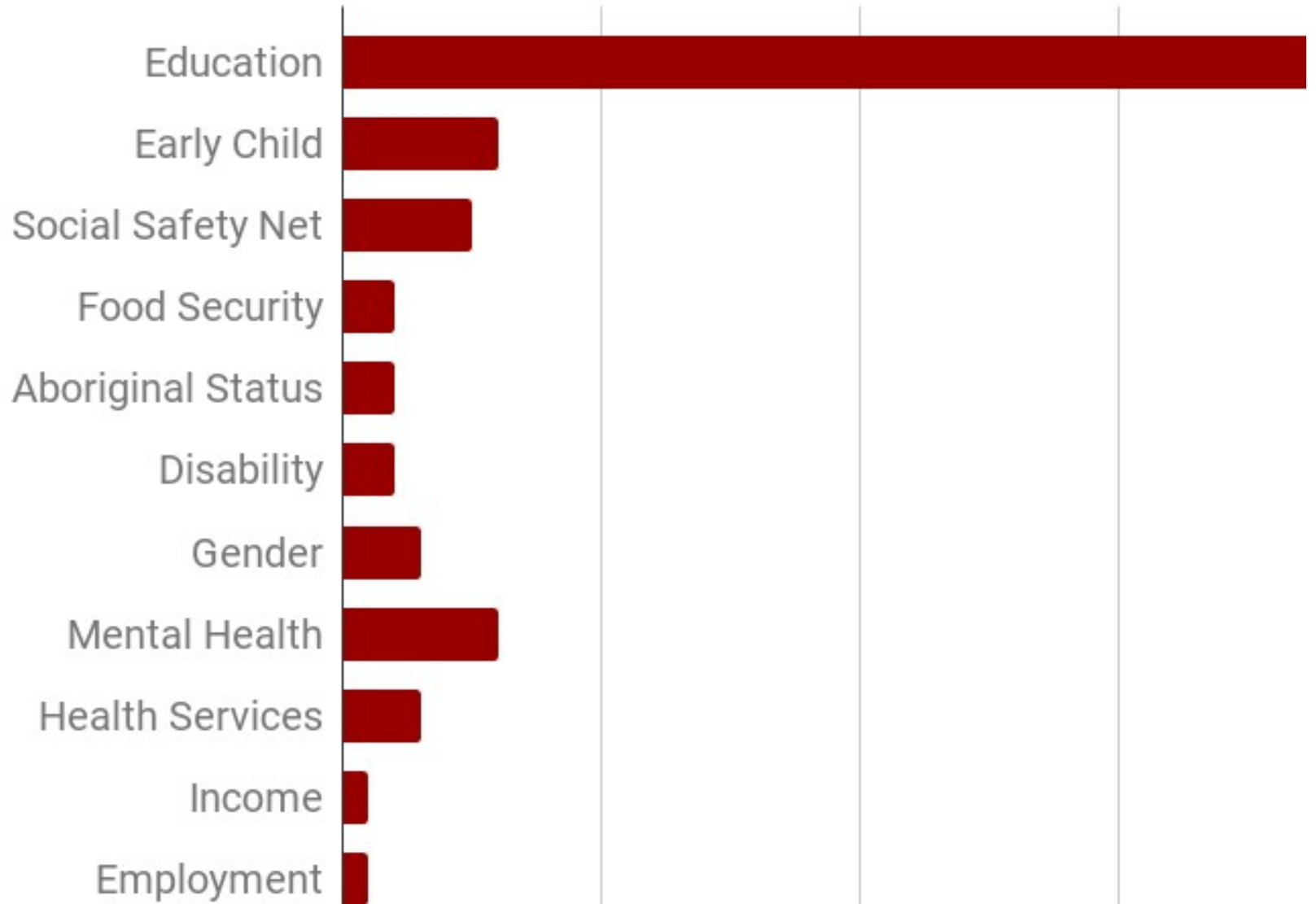- Empowerment
- Health Literacy
- Quality of Life

Baccalaureate: Community health curriculum

- Curriculum revised in 2013
- 2016-2017: 42 primary prevention projects

Social determinants of health

- The economic and social conditions that shape the health of individuals, communities, and jurisdictions as a whole » (Raphael, 2009)

- « The circumstances in which people are born, grow up, live, work and age, and the systems put in place to deal with illness » (WHO, 2010)
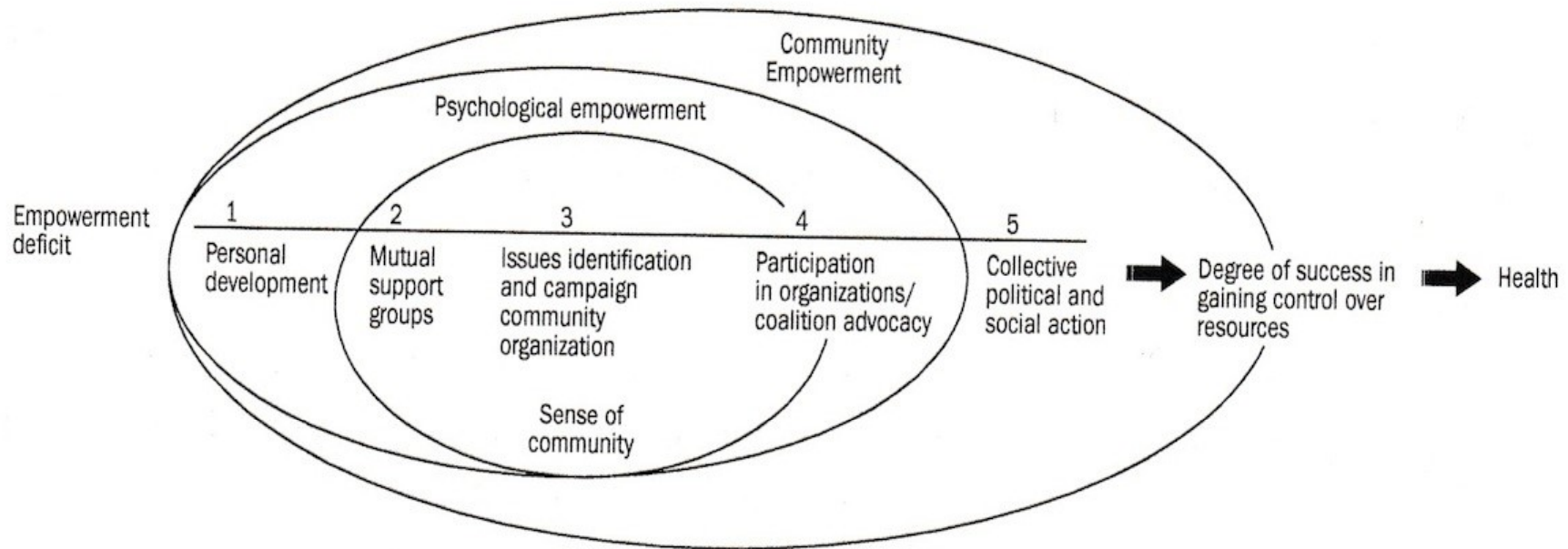
Empowerment

- Cardinal principle and value of health promotion

- « A mechanism by which people, organizations and communities gain mastery over their lives » (Rappaport, 1987)

- « Social action process for people to gain mastery over their lives in the context of changing their social and political environment to improve equity and quality of life » (Minkler, Wallerstein & Wilson, 2008)

- « Empowerment must be understood in term of social, cultural, economic, and political relations that foster and promote self-determination and self-development » (Allen, 2008)

FIGURE 2.3: Model of the Critical Components of Community Empowerment and the Process by Which It May Be Achieved

Source: Rissel, C. (1994). Empowerment: The holy grail of health promotion. *Health Promotion International,* 9(1), 43.

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Health Literacy

- Increasingly becoming a core concept in health promotion; one of the key issues that health promotion is currently concerned about

- First appeared in Canada in 2000 at the first Canadian Conference on Literacy and Health

- « The ability to access, understand, evaluate and communicate information as a way to promote, maintain and improve health in a variety of settings across the life-course » (Rootman &Gordon-El-Bihbety, 2008)

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Quality of Life

- Ultimate outcome of health promotion
- Fits well in health promotion because it is both positive and inclusive
- « The degree to which a person enjoys the important possibilities of his or her life » (Quality of Life Research Unit, 2010)

Being	Who One Is
Physical Being	· physical health
	· personal hygiene
	· nutrition
	· exercise
	· grooming and clothing
	· general physical appearance
Psychological Being	· psychological health and adjustment
	· cognitions
	· feelings
	· self-esteem, self-concept, and self-control
Spiritual Being	· personal values
	· personal standards of conduct
	· spiritual beliefs
Belonging	**Connections with One's Environments**
Physical Belonging	· home
	· workplace/school
	· neighbourhood
	· community
Social Belonging	· intimate others
	· family
	· friends
	· co-workers
	· neighbourhood and community
Community Belonging	· adequate income
	· health and social services
	· employment
	· educational programs
	· recreational programs
	· community events and activities
Becoming	**Achieving Personal Goals, Hopes, and Aspirations**
Practical Becoming	· domestic activities
	· paid work
	· school or volunteer activities
	· meeting health or social needs
Leisure Becoming	· activities that promote relaxation and stress reduction
Growth Becoming	· activities that promote the maintenance or improvement of knowledge and skills
	· adapting to change

FIGURE 2.4: Centre for Health Promotion Quality of Life Model

Source: Quality of Life Research Unit, University of Toronto website. Retrieved from: http://www.utoronto.ca/qol/concepts.htm

"One of our mothers finally reached out for help as a result of their workshop experience with your students, please tell them thank you"

One adolescent student struggling with uncontrolled substance use seek help and is now followed by a health professional and is now more in control of her life

The women of a shelter are now owning four relaxation kits provided to them: a meditation kit; a yoga and stretching exercise kit; an artistic therapy kit and a music therapy kit.

- "We are so grateful for the opportunity to collaborate and create a partnership with this wonderful organization as it enabled us to learn the values and principles of community" (student team)

- "It's one thing to learn and read about 'primary health care' and 'community health nursing', but to experience it…well that's a whole other fulfilling journey." (student team)

Health promotion projects

- Sharp increase of the number of students: 30 students 10 years ago to more than 240 students for the academic year 2016-17

- During 2013-14: 26 projects with 13 Community Benefit Organizations (CBOs)

- During 2014-15: 28 projects with 15 CBOs

- For 2015-16: 37 projects with 19 CBOs

- For 2016-17: 42 projects with 22 CBOs

Conclusion

- All the key concepts of health promotion are embedded in the student's projects

- The projects are leading to Primary Health Care philosophy of health for all, social justice and equity.

- We need to continue teaching students, as soon as they start their training, about political action and advocacy to go further in the key concepts of health promotion

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Thank you !

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