



Introduction to Public Health

L 2

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Outlines

- History of Public Health
- Core Activities of Public Health
- Ten Great Public Health Achievements
- Dimensions of Public health
- Health Education Definition – WHO
- Health Education Priorities
- Health Education Principles and Concepts
- Health Promotion
- Main approaches to health promotion
- Concept of health promotion
- THE PROCESS OF HEALTH PROMOTION
- THE FIVE MAJOR AREAS/STRATEGIES IN HEALTH PROMOTION

History of Public Health

500 BCE



Greek and Romans practice community sanitation measures

1840 s



The Public Health Act of 1848 was established in UK

1970



The environmental protection agency was founded

Pandemics

Influenza



BLACK NOVEMBER
The 1918 influenza pandemic
in New Zealand



Geoffrey W. Rice

500 million infected
worldwide in 1918

Poliomyelitis



Vaccine
introduced in
1955, eradication
initiative launched
in 1988



Smallpox eradication in 1978

HIV



34 million living
with HIV
Worldwide, 20%
decline
in new infections
in 2001

Prevention through policy

PH works to protect and improve health not only by responding to outbreaks and disasters, but by **implementing policies** that support and work at society level.

Examples:

Tobacco law



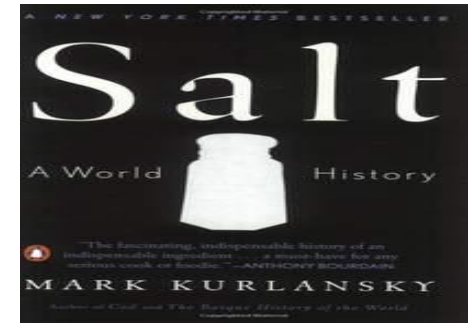
Tobacco banning law in public places in 2000-2004

Obesity



Dietary changes and promotion of physical activity

Iodization of salt & Fluoridation of water



Prevention of hyperthyroidism and dental decay

Core Activities of Public Health

1 Prevents epidemics and the spread of disease

2 Protects against environmental hazards

3 Responds to disasters and assists communities in recovery

4 Prevents injuries

5 Promotes healthy behaviors

6 Assures the quality, accessibility and accountability of health services

Core Activities of Public Health (cont.....)

7

Monitoring the health status of the population

8

Mobilizing community action

9

Reaching out to link high-risk and hard-to-reach people to needed services

10

Researching to develop new insights and innovative solutions

11

Leading the development of sound health policy and planning

Ten Great Public Health Achievements

1. Vaccination

2. Motor-vehicle safety

3. Safer workplaces

4. Control of infectious diseases

5. Decline in deaths from coronary heart disease and stroke

6. Family planning

7. Fluoridation of drinking water

8. Recognition of tobacco use as a health hazard CDC, 1999

9. Healthier mothers and babies

10. Safer and healthier foods



Dimensions of Public health

- ✚ Health promotion
 - Health education
- ✚ Disease prevention
 - Health protection
- ✚ Early diagnosis and prompt treatment
- ✚ Disability limitation
- ✚ Rehabilitation

Health Education Definition – WHO

- ❖ Process of providing information and advice related to healthy lifestyle and encouraging the development of knowledge, attitudes and skills (KAP) aimed at behavior change of individuals or communities.
- ❖ Enables and influences control over own's health leading to optimalization of attitudes and habits related to lifestyle and increasing quality of life.

Objectives

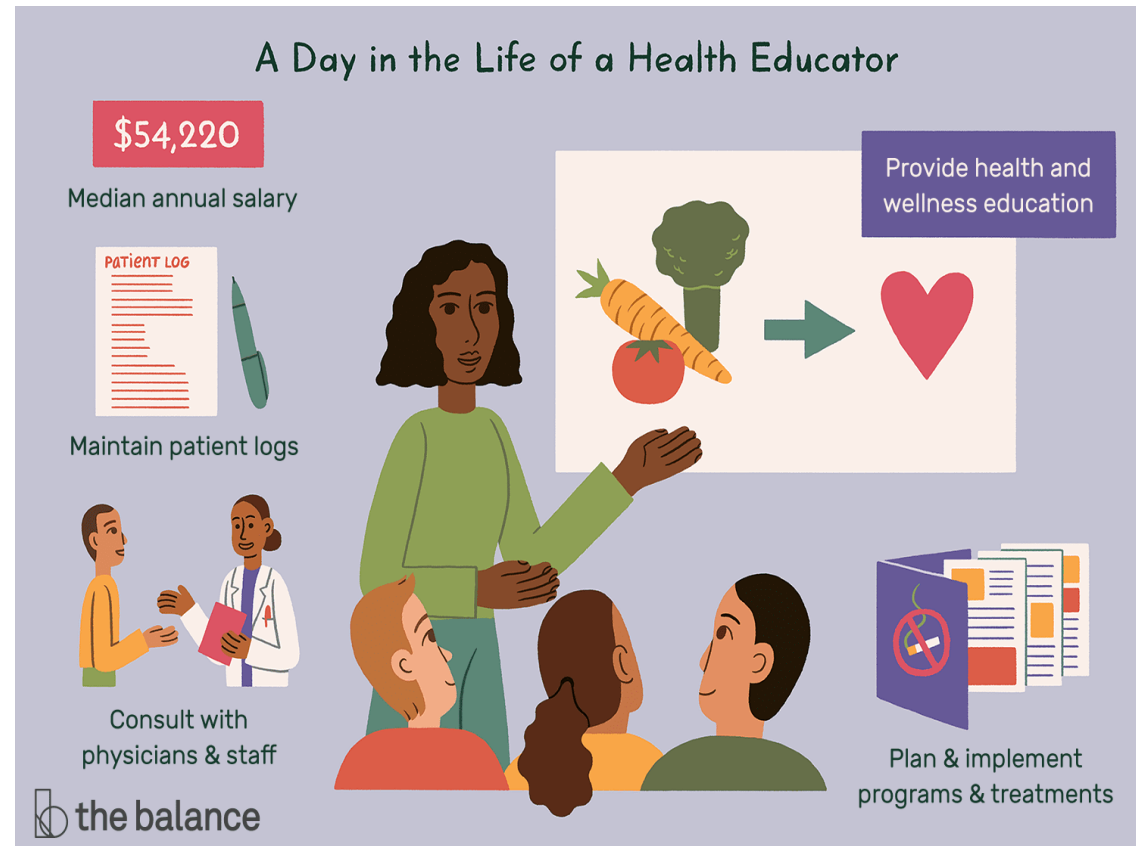
1. Informing people
2. Motivating people
3. Guiding into action



Health education is defined as: “Any combination of learning experiences designed to facilitate voluntary adaptation of behavior conducive to health”.

The word “voluntary” is significant for ethical reasons.

(Educators should not force people to do what they don't want to do)
i.e. All efforts should be done to help people make decisions and have their own choices.



Criticism to Health education (HE)

- H.E. was too narrow, focused on individual's lifestyle.

- More work was done about wider issues e.g., social policy, environmental safety measures.



(**EMERGENCE of HEALTH PROMOTION**).

- (Health Education is the primary and dominant measure in Health Promotion).

Health Education Priorities

Children and Youth

Preschool age

- healthy nutrition,
- physical activity,
- personal hygiene,
- daily regimen,
- basics on prevention of most common diseases
- communication with physician



Nutrition and Physical Activity



Growth, Development, and Sexual Health



Injury Prevention and Safety



Alcohol, Tobacco, and Other Drugs



Mental, Emotional, and Social Health



Personal and Community Health

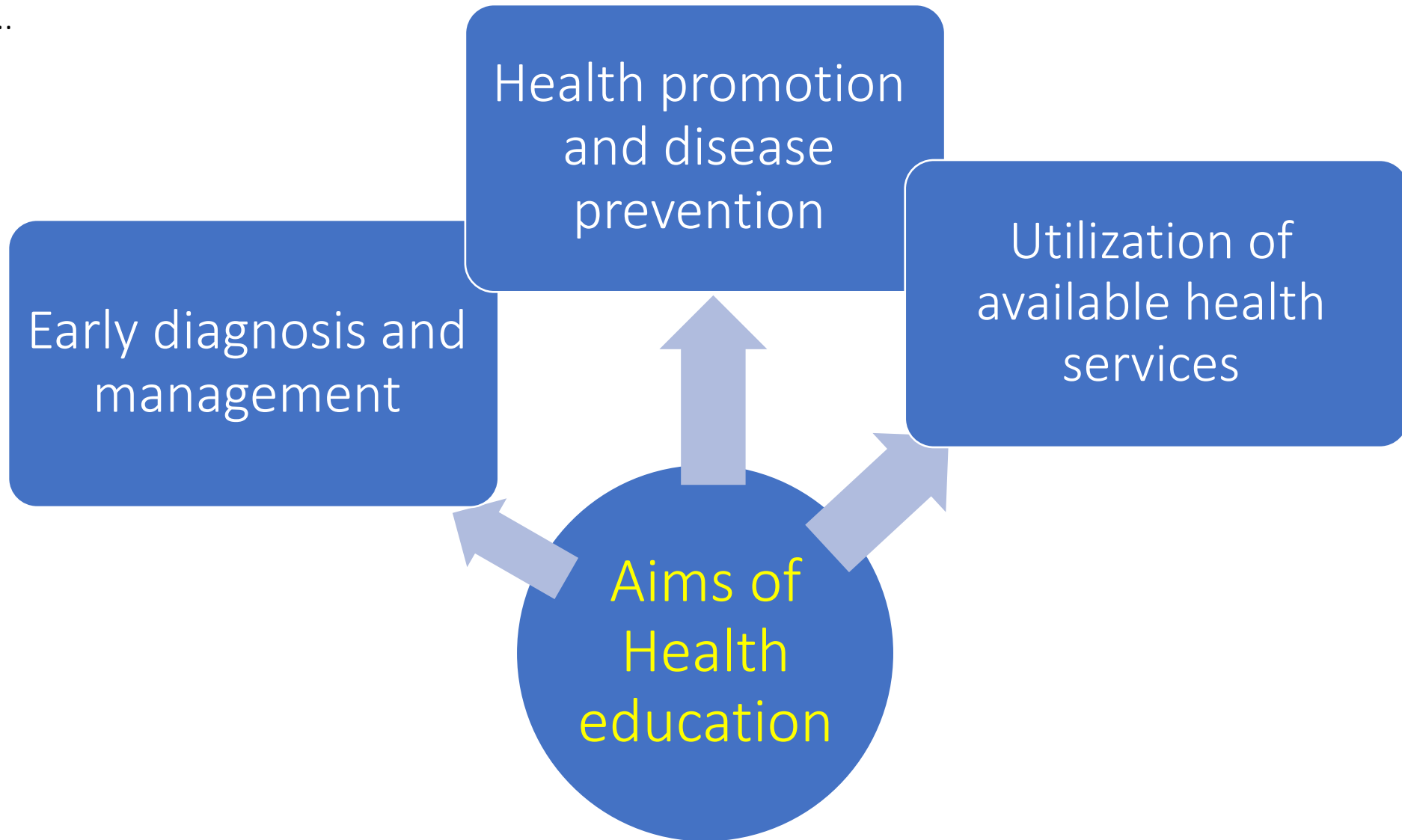
School age

- healthy lifestyle
- regimen of work and rest
- mental health
- sexual education
- education against smoking and drug abuse
- prevention of most common diseases

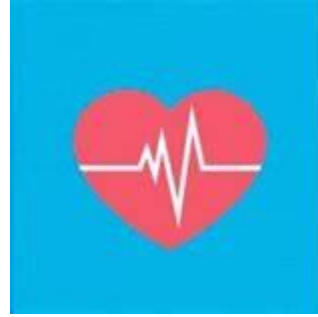
Adolescent age

- healthy lifestyle
- sexual education, HIV/AIDS
- drugs, smoking
- selection of a profession

Health Education Principles and Concepts



Health Promotion (HP)



- ❖ HP is defined by World Health Organization 1986 as “The process of **enabling people to increase control over and improve their health**”.
- ❖ Health promotion is any combination of health, education, economic, political, spiritual or organizational initiative designed to bring about **positive attitudinal**, behavioral, social or environmental **changes conducive to improving the health of populations** (Better Health & Quality of life).
- ❖ Health Promotion = health education x healthy public policy.



Cont...

- **Main Aims of Health promotion is To enable people to increase control over Health & To Improve the Over all Health.**
- **There Aim can be achieved by the following Intervention :**

- **Health Education**
- **Environmental Modification**
- **Behavioral Changes**
- **Life Style change**
- **Nutritional Intervention**



Unit 29 Health Promotion
Assignment

Health promotion approach is based on the knowledge that health is influenced by myriad complex and inter-related factors. These include:

1. individual **behaviors and beliefs**.
2. **family** environments.
3. community and **work cultures**.
4. practices and **policies**.
5. broader **socioeconomic** factors such as culture, legislation, the media and economics.

Main approaches to health promotion:

- ✚ Medical or preventative
- ✚ Behavioral change
- ✚ Educational
- ✚ Empowerment
- ✚ Social change

Health promotion is a **set of actions to foster good health and wellbeing.**

Telling people **how to look after their health** is just one part of health promotion.

Health promotion involves action:

- to inform people of what they could do to **stay healthy.**
- to address the things in the community that **influence health and wellbeing the most**, so that these can be supported.

Health promotion activities are **geared toward promoting health and preventing ill-health rather than focusing on people at risk for specific diseases (prevention of the development of risk factors).**

Examples of effective health promotion activities for child and family health

- Promoting breastfeeding.



- Promoting child and family nutrition.



- Sexually Transmitted Diseases prevention and education.

- Injury prevention

- Promoting physical activity.



- Smoking cessation programs such as quit' activities and 'brief interventions'



Does health promotion work?

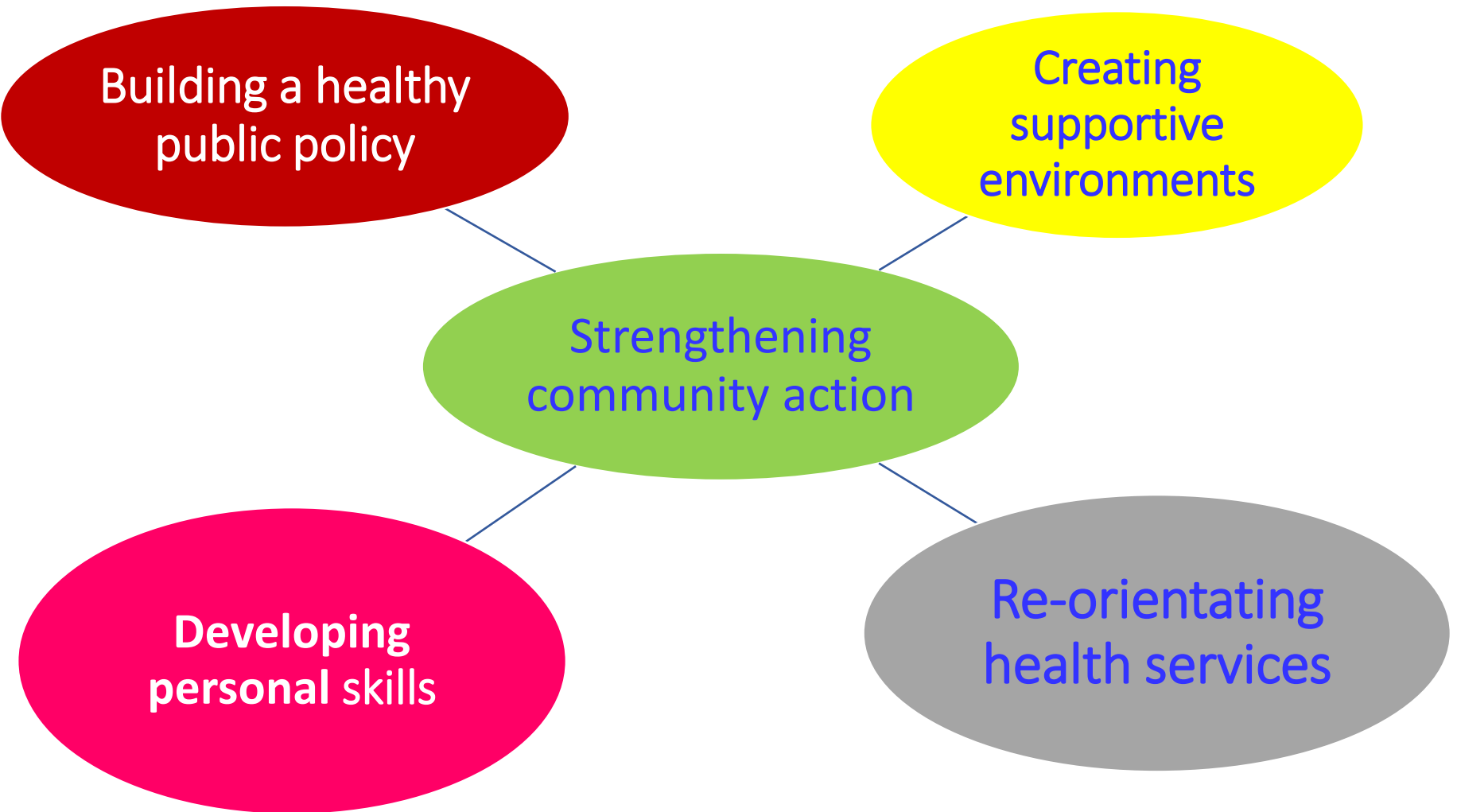
- ❖ Research and case studies from around the world provide convincing evidence that **health promotion is effective**.
- ❖ Health promotion strategies can develop and **change lifestyles**, and have an **impact on the social, economic and environmental conditions** that determine health.

What are the strategies for success?

The five strategies set out for Health Promotion are essential for success:

- build **healthy public policy**.
- create **supportive environments**.
- **strengthen community action**.
- develop **personal skills**.
- **reorient health services**.

THE FIVE MAJOR AREAS/STRATEGIES IN HEALTH PROMOTION



Develop healthy public policy

- Health should be on the policy agenda in all sectors, and at all levels of government.
- Governments are ultimately accountable to people for the **health consequences of their policies**, or the **lack of policies**.
- A **commitment to healthy public policies** means that governments must **measure and report on their investments for health**, and the **subsequent health outcomes** of these investments and policies in a **language** that all groups in society readily **understand**.

2-Create supportive environment:

(1) Protection and conservation of the natural environment - as a natural resource - must be addressed in any health promotion strategy.

(2) We must create a healthy working & living conditions and making them safe, stimulating for health, satisfying & enjoyable.

3) Systematic assessment of the health impact of any rapidly changing environment as in Work -places, energy production areas and rapidly urbanized areas.

(4) Encourage research studies for detection of environmental hazards on health and methods of controlling them.



3-Strengthen community action

□ Health promotion depends on concrete & effective community action. The community must share in:

- Setting **priorities**
- Making **decisions**
- Planning **strategies**
- **Implementing** these strategies



This can be enhanced by:

- Empowering the community
- Create ownership
- Control of their actions & efforts.



This requires:

- Continuous access to information.
- Learning opportunities for health.
- Funding support.

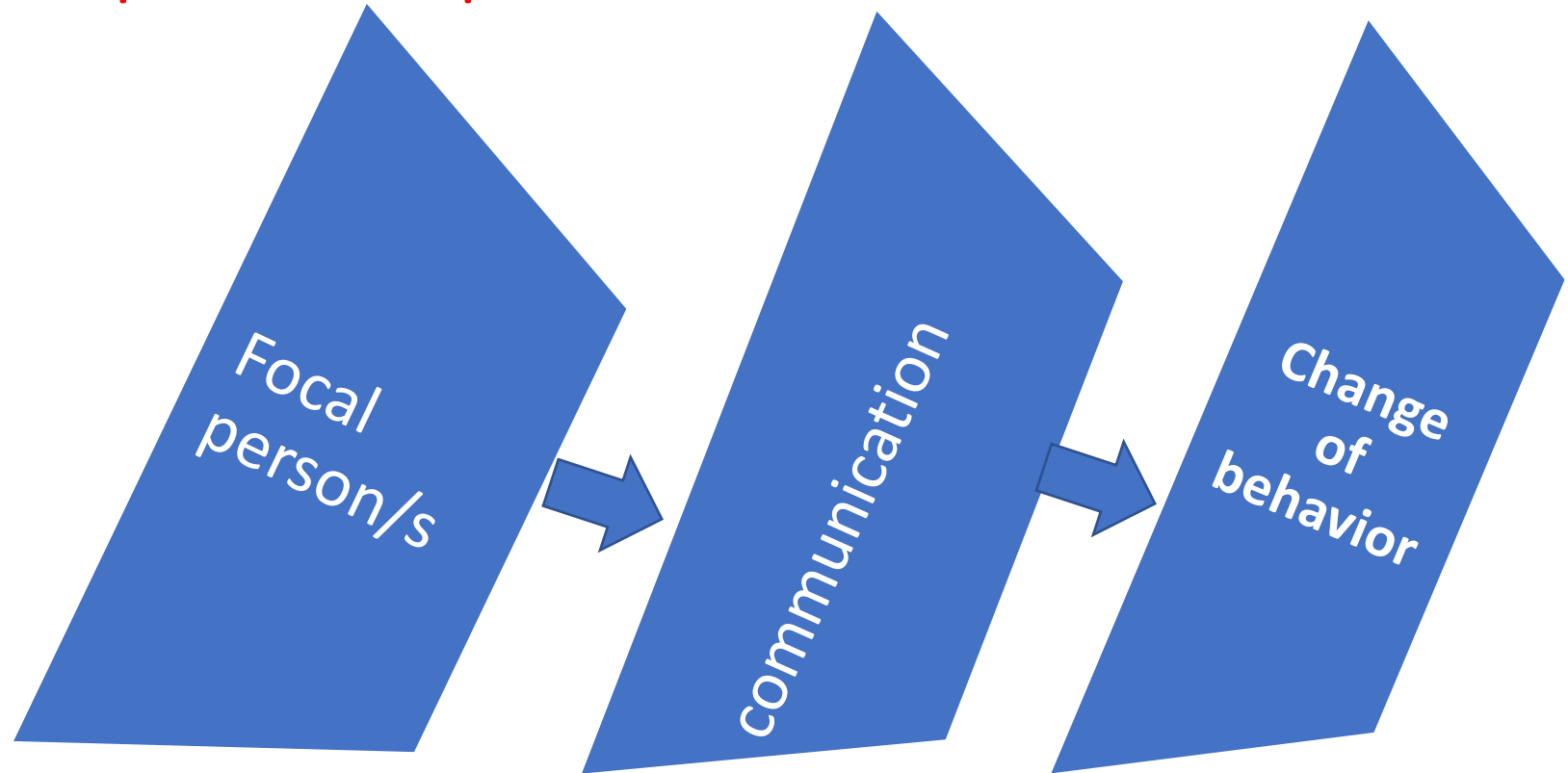
4 -Health promotion strategies directed towards individuals :

- a. Increase individual awareness of disease and disability prevention actions.
- b. Changing lifestyles to healthy ones.
- c. Encourage individuals to have check-ups and to use health screening opportunities.
- d. Early seeking for medical advice
- e. Compliance to physician instruction and treatment schedule.

5- Reorient health services

- ❖ Health promotion requires **reorientation** of health systems from **tertiary** (curative strategies) to **primary and secondary prevention models**.
- ❖ This reorientation is often be **resisted by doctors**, and **pharmaceutical** companies and **hospitals**, those who adopt “**find it and fix it**” approach.
- ❖ Encourage health service providers to build **opportunities for health education** settings in primary and secondary prevention of disease and disability when delivering services.

Concept of health promotion



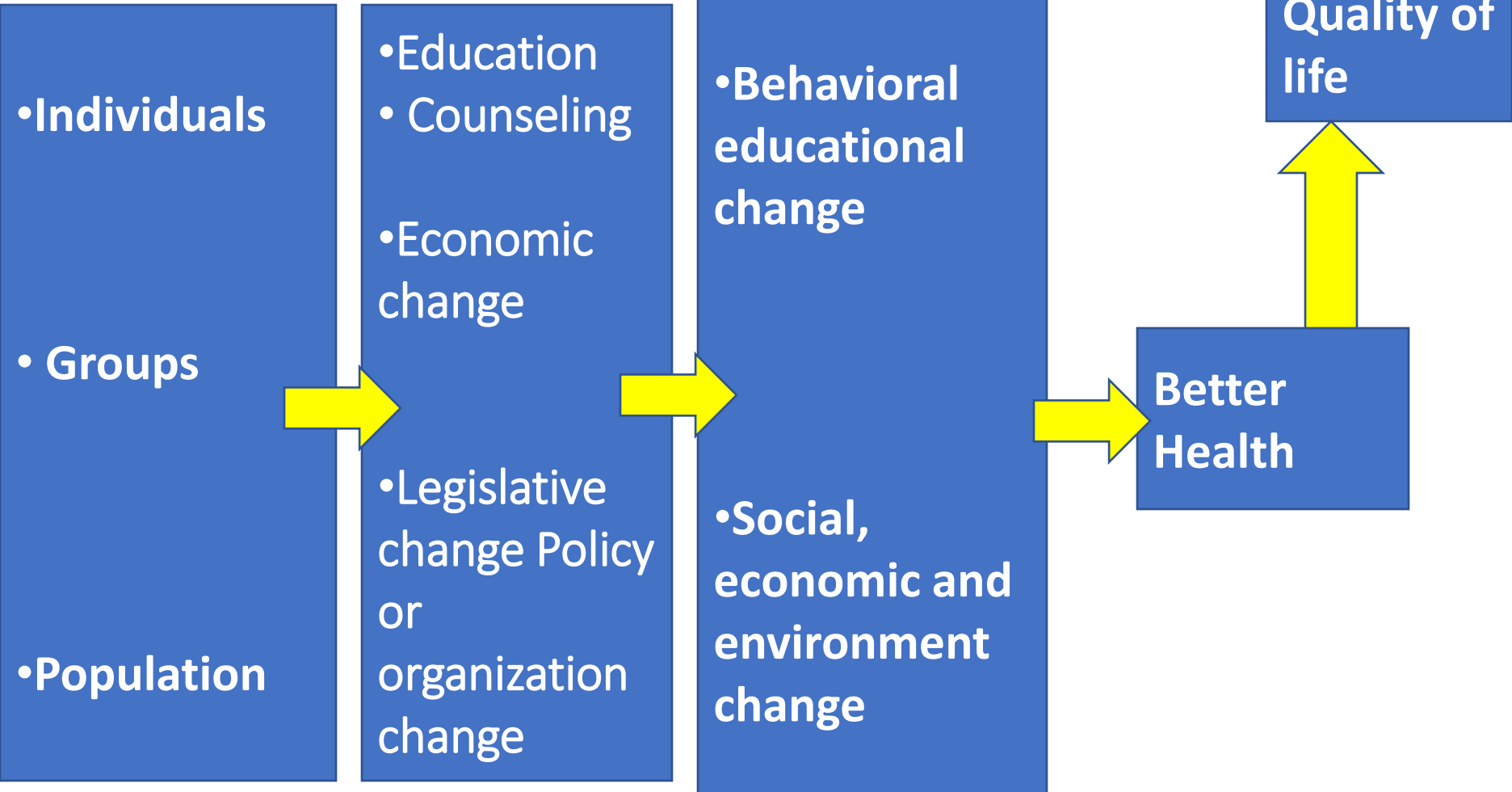
THE PROCESS OF HEALTH PROMOTION

FOCUS

STRATEGIES

IMPACT

OUTCOMES



Thank You