



NUI Galway
OÉ Gaillimh



HPRC
Health Promotion Research Centre

Mainstreaming Health Promotion: Promoting Health Across Sectors

15th Annual Summer Conference 2011

Health Promotion Research Centre

World Health Organization Collaborating Centre

National University of Ireland Galway

Ollscoil na hÉireann, Gaillimh

Mainstreaming Health Promotion

“Health promotion is essential to effectively address the current global public health challenges”.

“All public health policies and programmes should incorporate a health promotion component if we are to successfully reduce the burden of priority public health problems and the inequities related to ill health.”

(7th WHO Global Health Promotion Conference in Nairobi, 2009)

➤ ***before they reach the stage of high cost treatment***




Promoting Health Across Sectors

- *“Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love*
 - **homes, schools, workplaces, communities and health promoting health services**
- *“Health promotion goes beyond health care. It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.”*

(Ottawa Charter for Health Promotion, WHO, 1986)



Health Promotion Makes a Difference

- Health promotion strategies develop and change health behaviours and lifestyles, and have an impact on the social, economic and environmental conditions that determine health
 - Health promotion is a practical and cost-effective approach to achieving greater equity in health
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Health Promotion action areas

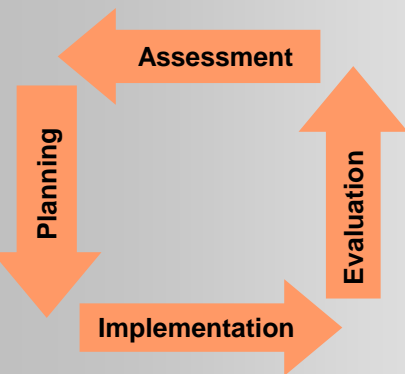
Build healthy public policy

Create supportive environments

Reorient health services

Strengthen community action

Develop personal skill



combined into Health Promotion strategies

Systems

Policies

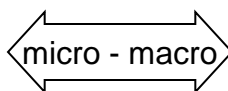
environment

organisation

community

person

Systems scale




Health Promotion Socio-ecological Model (Ottawa Charter, WHO, 1986)


The process of enabling people to increase control over their health and the determinants of health

Health Promotion Principles (participation, empowerment, equity)

Commitment to Health Promotion


- to advocate a clear political commitment to health and equity in all sectors
 - to counteract the pressures towards harmful products, resource depletion, unhealthy living conditions and environments, and poor nutrition
 - to tackle the inequities in health within and between societies
 - to acknowledge people as the main health resource
 - to reorient health services and their resources towards the promotion of health
 - to recognize health and its maintenance as a major social investment and challenge
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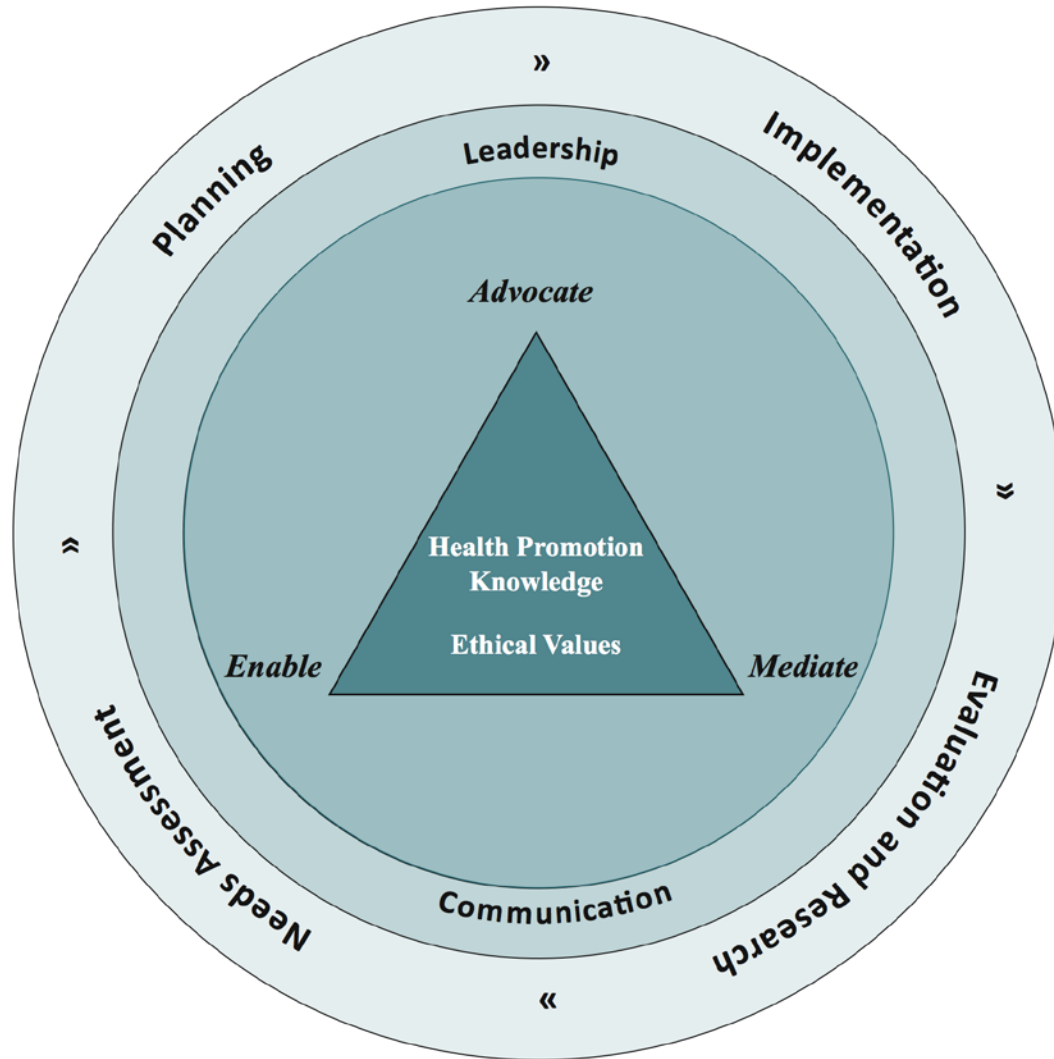
Investing in the Future

- Health promotion is critical to population wellbeing and the social and economic prosperity of society
 - Growing international evidence and knowledge base on effective interventions and policies
 - demonstrated wider health, social and economic gain
 - Scaling up the implementation of effective policies and interventions that will make a critical difference
 - Unlocking the potential for health promotion inherent in many sectors of society, among local communities, and within families
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Looking to the Future

widening the field of vision

- Policy and practice that will deliver on improved health at a population level
 - policy that addresses the social determinants of health
 - coordinated multisectoral policy – health in all policies
 - Effective implementation of research and policy into practice
 - ‘translation’ of the research and practice base of effective implementation
 - innovative and creative evidence-based practice
 - Develop the capacity of the workforce
 - specific skills, competencies & training for effective implementation
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CompHP Core Competencies for Health Promotion in Europe

Engaging Diverse Sectors

widening the field of vision

- Working across sectors
- Mobilising a demand for a healthy society
- Wider public engagement
 - concern with health and social wellbeing and how social values, culture, and public policies impact on health and wellbeing

Art, Science and Politics of Creating a Healthy Society



