

# **A Global Agenda for Health Promotion**

**Developing an operational definition  
of health promotion**

**Gauden Galea**

**Coordinator, Health Promotion, WHO**

**[galeag@who.int](mailto:galeag@who.int)**

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# **The Need**


**Why work towards an operational definition of Health Promotion?**

# HPR is Embedded throughout MTSP but especially in S06

- **S06:**
  - **To promote health and development, and prevent or reduce risk factors for health**
- **OWER 6.1**
  - **to build the capacity for health promotion across all relevant programmes, and**
  - **to establish effective multisectoral and multidisciplinary collaborations for promoting health and preventing or reducing major risk factors.**



# Uses of a Global HP Framework

- **Communication tool**
    - **Passing the grandmother test**
  - **Benchmarking**
    - **Yes, you're doing HP, but how well?**
  - **Capacity building**
    - **Here's a menu of competencies, what training do you need?**
  - **An Agenda for Collaboration**
    - **Do you really want to do ALL this ALL on your own?**
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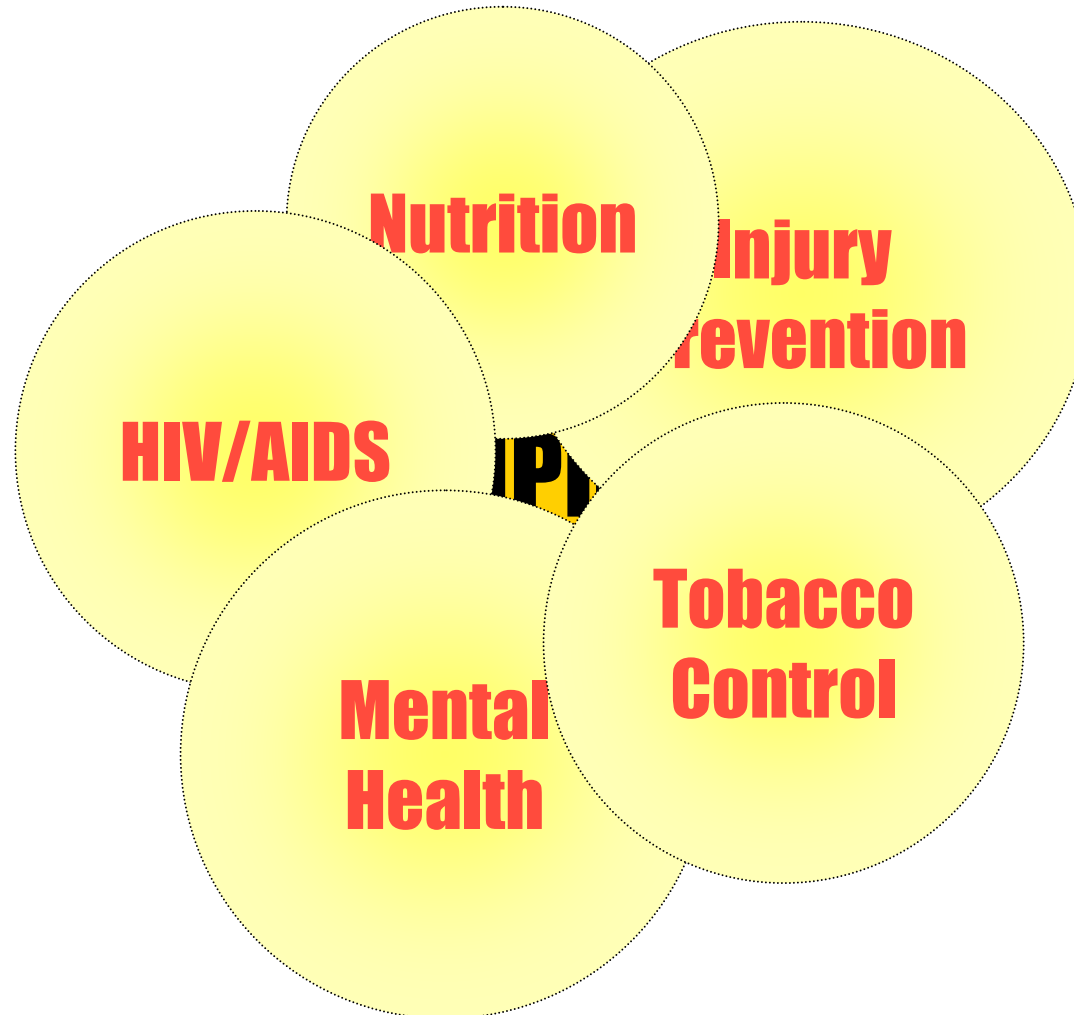
# What, exactly, is HP?

<b>Art</b>	<b>&lt; Nature of HP &gt;</b>	<b>Science</b>
<b>Holistic</b>	<b>&lt; Perspective &gt;</b>	<b>Thematic</b>
<b>Ideology</b>	<b>&lt; Application &gt;</b>	<b>Evidence</b>
<b>Populations</b>	<b>&lt; Strategy &gt;</b>	<b>High-Risk</b>
<b>Web</b>	<b>&lt; Causal Sequences &gt;</b>	<b>Linear</b>
<b>Upstream</b>	<b>&lt; Entry points &gt;</b>	<b>Downstream</b>
<b>Multi</b>	<b>&lt; Disciplines &gt;</b>	<b>Mono</b>
<b>Determinants</b>	<b>&lt; Focus &gt;</b>	<b>Behaviors</b>
<b>Process</b>	<b>&lt; Results &gt;</b>	<b>Outcome</b>
<b>Qualitative</b>	<b>&lt; Research &gt;</b>	<b>Quantitative</b>

# Where, exactly, is HP?

	<b>Environment</b>	<b>Soc Det</b>	<b>Dis Prevention</b>
<b>Models</b>	<b>EFFECTS</b> Exposures States Pressures <b>DRIVING FORCES</b>	<b>CONSEQUENCES</b> Outcome Vulnerability Exposure <b>SOCIOECON CONTEXT</b>	<b>OUTCOMES</b> Behaviours & Risk Living conditions <b>LIFE CIRCUMSTANCES</b>
	<b>SUSTAINABILITY</b>	<b>EQUITY</b>	<b>WELLBEING</b>

# Aren't we all doing HP already?



# Seeking Palatable Responses

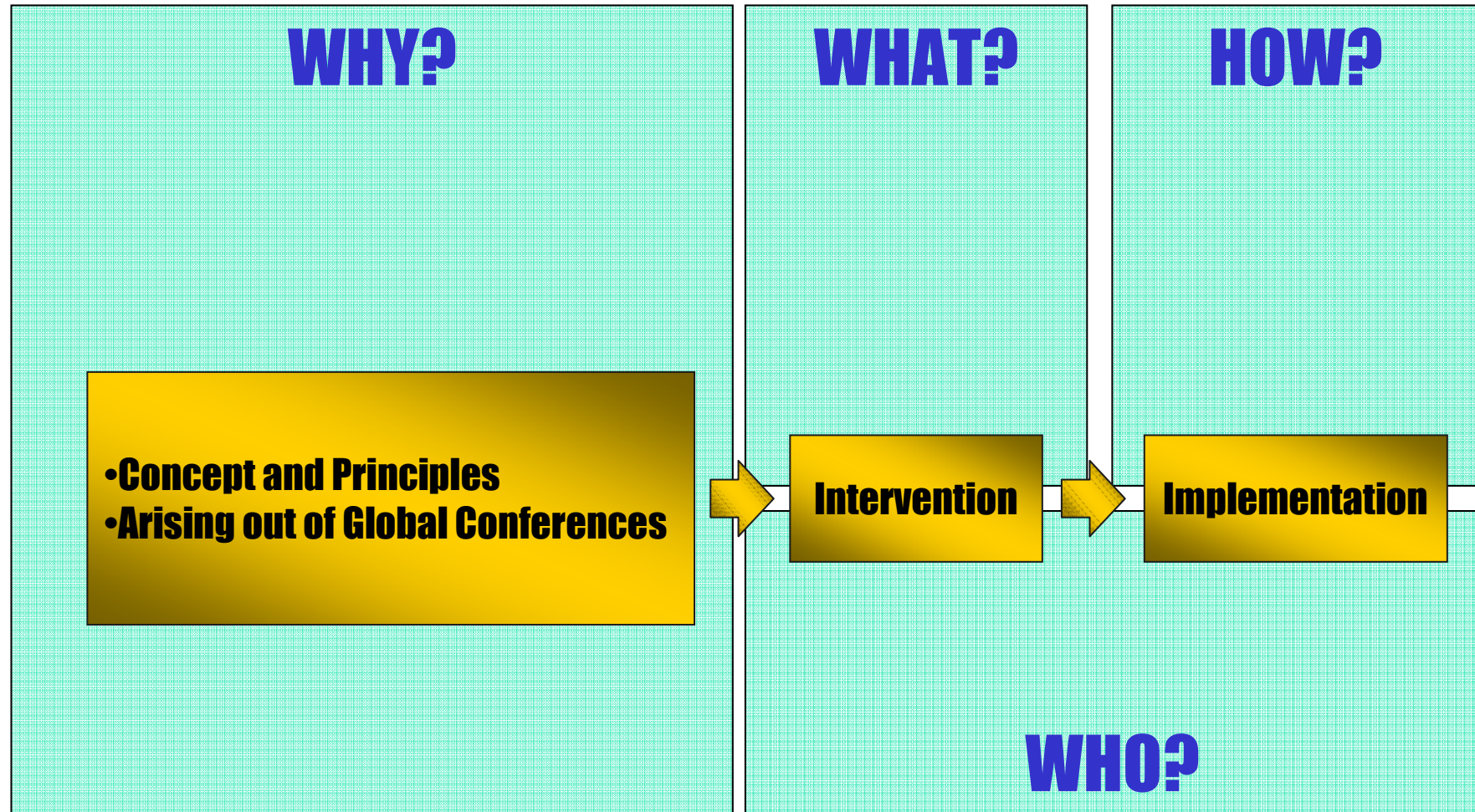
<b>What, exactly, is HP?</b>	<b>Where, exactly, is HP?</b>	<b>Aren't we all doing HP already?</b>
<b>We need an definition of HP actions, beyond concepts</b>	<b>In all these programmes &amp; we must make a go of it together</b>	<b>Granted. So can we find economies of scale and synergies?</b>



# **An Operational Framework**


**Translating HP Ideology into a  
portfolio of actions**

# Flowchart





# **A Table of Contents**

- **Why?**
    - **Review of Concept and Principles**
  - **What?**
    - **Portfolio of Priority Actions**
  - **When?**
    - **HP in context of transition**
  - **How?**
    - **Financing**
    - **Capacity-building**
    - **Standards and Performance Management**
    - **Indicators and Benchmarks**
  - **Who?**
    - **Actors and Core Competencies**
- 

# Candidates for the HP Portfolio

<b>Changing Environments</b>	<b>Changing Behaviours</b>	<b>Reorienting Health Services</b>	<b>Developing HP Capacity</b>
<b>HIA and HEIA</b>	<b>Personal Behaviours</b>	<b>Prevention Content</b>	<b>HP Structures</b>
<b>Legal Framework</b>	<b>Community Collaboration</b>	<b>Addressing the Vulnerable</b>	<b>HP Financing</b>
<b>Accountability Mechanisms</b>	<b>Among Policymakers</b>	<b>Addressing Determinants</b>	<b>HP Performance</b>

# **Example > Changing Environments > Intersectoral Action**

- **Evidence**
    - **Social Determinants are largely outside the control of the health sector**
  - **Strategies**
    - **Intersectoral Action for Health**
    - **Whole-of-Government**
    - **Health in All Policies**
  - **Example Actions**
    - **HIA and HEIA**
    - **Ecological analyses and information systems**
    - **Performance management with incentives and accountability**
- Core competencies and tools for health promotion**

*(With thanks to Chris Brown, Eero Lahtinen, David Pattison)*

# **Example > Changing Behaviours > Knowledge as Determinant**

- **Evidence**
    - **Information is a public good subject to market failure (under-provision in relation to social optimum)**
    - **A necessary (even if insufficient) prerequisite to healthy behaviour**
  - **Strategies**
    - **Information, Education, Communication**
  - **Example Actions**
    - **Social Marketing**
    - **Behaviour Change Communication**
    - **Individual counselling**
- Core competencies and tools for health promotion**

*(With thanks to Marc Suhrcke)*

# **Example > Reorienting Health Services > Health Confronts Poverty**

- **Evidence**
    - **Health System is a major source of employment, consumption, and trade in most countries**
  - **Strategies**
    - **Health System engages with strategies to address local inequities in living conditions**
  - **Example Actions**
    - **Procurement and purchasing policies**
    - **Employment of local populations**
    - **Addressing inequities of access for vulnerable and hard-to-reach populations**
    - **Set up joint governance with social protection**
- **Core competencies and tools for health promotion**

*(With thanks to Carole Maignan and Theadora Koller)*

# **Example > Building HP Capacity > Sustainable HP Structures**

- **Evidence**
    - **Much Health Promotion is done on a "campaign-based" "stop-start" basis with little support for community action**
  - **Strategies**
    - **Health Promotion Foundations are a key structure for channelling national funds visibly and sustainably into effective HP**
  - **Example Actions**
    - **Establish financing mechanism: through social security, medical insurance, government appropriation, or earmarked taxes**
    - **Establish a legal entity: quasi-NGO or HP Council**
    - **Establish performance management system: Board, reporting and accountability**
- Core competencies and tools for health promotion**

*(With thanks to International Network of HP Foundations <http://www.hp-foundations.net/>)*



# Danger: Cherry Picking

<b>Changing Environments</b>	<b>Changing Behaviours</b>	<b>Reorienting Health Services</b>	<b>Developing HP Capacity</b>
HIA and HEIA	<b>Personal Behaviours</b>	<b>Prevention Content</b>	HP Structures
<b>Legal Framework</b>	<b>Community Collaboration</b>	<b>Addressing the Vulnerable</b>	HP Financing
<b>Accountability Mechanisms</b>	<b>Among Policymakers</b>	<b>Addressing Determinants</b>	<b>HP Performance</b>

Photo by [jpbrouard](http://jpbrouard.com) at <http://tinyurl.com/qg2yc>



# Thank You

**And good luck...**