
THE HEALTH COMMUNICATION UNIT


at the Centre for Health Promotion
University of Toronto

**Health Promotion
101**


**Session A:
Foundations of
Health Promotion**

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Process/Agenda 


- Welcome & Technical Considerations
- Introductions
- Definitions
- Module 1
- Module 3
- Module 4
- Summary and Next Session

Technical 


- Muting of phones
- Messages to Nancy

Introductions 

- You – roll call
- Objectives for this session



- MODULE 1: Definitions & Concepts

Module 1: Learning Outcomes 

- By the end of this module, you will:
 - understand key health promotion definitions and concepts;
 - become familiar with the *Ottawa Charter for Health Promotion*, which defines health promotion and provides the key framework for health promotion practice;
 - identify the key features and values that shape health promotion practice; and
 - understand how health promotion differs from related concepts, such as disease prevention and population health.

Reflective Exercise 2

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Comparing Definitions of Health Promotion

- *"Health promotion is the process of enabling people to increase control over, and to improve, their health" (Ottawa Charter for Health Promotion, 1986).*
- *"Health promotion is the science and art of helping people change their lifestyle to move toward a state of optimal health. Optimal health is defined as a balance of physical, emotional, social, spiritual and intellectual health. Lifestyle change can be facilitated through a combination of efforts to enhance awareness, change behavior and create environments that support good health practices. Of the three, supportive environments will probably have the greatest impact in producing lasting change." (American Journal of Health Promotion, 1989, 3, 3, 5).*

Reflective Exercise 2

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Points to Ponder

- How is the AJHP definition of health promotion similar to the Ottawa Charter definition?
- How is it different from the Ottawa Charter definition?
- What would you add to the definition based on your work?

Health Promotion Features

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- a holistic view of health;
- a focus on participatory approaches;
- a focus on the determinants of health
- building on existing strengths and assets;
- using multiple, complementary strategies to promote health at the individual and community level.

Health Promotion Features

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- Which feature(s) are most important in your work?
- Considering your work, what aspects of the feature(s) do you struggle with?

MODULE 3: Models of Health & Health Promotion

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Module 3: Learning Outcomes

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- By the end of this module, you will:
 - understand the different ways of looking at health and the root causes of health and illness;
 - be able to explain how one's perspective on health influences the choice of strategies to address health issues.

Reflective Exercise 2

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Points to Ponder

- Which of the three models—biomedical, behavioural or socio-environmental – best reflects your own ideas about health and your own experience with addressing health issues?

MODULE 4: Theories

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Module 4: Learning Outcomes

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- By the end of this module, you will:
- understand the purpose and origins of health promotion theories;
- become familiar with some of the key theories used in health promotion practice;
- be able to identify common features shared by health promotion theories that explain individual and community behaviour; and
- understand how theories are applied to promote health at the individual, community and societal levels.

Reflections THE HEALTH COMMUNICATION UNIT

- To date, the theories explaining the change process in individuals have mostly been applied to lifestyle issues, such as smoking and diet. Do you see a place for these theories in addressing broader health determinants such as poverty and literacy?
- Why or why not?

Addressing your Questions THE HEALTH COMMUNICATION UNIT

- How to integrate a HP perspective into the way we do business?
- How to develop the argument for a HP strategy – any universally accepted rationale?
 - What works in your org to “sell” HP?
 - Core HP messages / seminal documents?
 - Sources of evidence
 - healthevidence.ca
 - Canadian Best Practices Portal
 - THCU – “Making the Case”, Cialdini

Summary and Preparation for Next Session THE HEALTH COMMUNICATION UNIT

- Questions?
- Evaluation coming shortly
- Media article for discussion next session
- Any further questions, post to blog at <http://www.thcu.ca/blogs/lc/?p=215>
