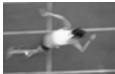
  
THE HEALTH COMMUNICATION UNIT  
at the Centre for Health Promotion  
University of Toronto

**Health Promotion  
101**

**Session B:  
Health Promotion in  
Action**

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- <http://www.ohprs.ca/hp101/mod4/module4c9.htm>

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**Poll: Are you a techno innovator or laggard?**

  
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- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards

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**AGENDA**

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- Evaluation focus group next week
- Infoscape/Media sharing
- Review from Session A
- Module 5: Strategies
- Module 6: Features of Health Promotion



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**Media Resource Sharing**

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- Who
- What
- Importance/relevance to HP
- Comments/discussion

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**Session A Review**

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- Comprehensiveness in approach
  - Health promotion values
  - Social determinants
  - Strategies
  - Behavioural and Socio-environmental models
  - Use of theories

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**Session A Review (cont'd)** 

- Use of theory
  - ❑ No right or wrong theories
  - ❑ As guidelines for understanding, predicting and evaluating change
  - ❑ A 'theoretical package' often serves practitioners' needs better than one theory
  - ❑ Need to understand population before applying theory (but theory can help there, too!)

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**Individual Change Theories** 

- <http://www.ohprs.ca/hp101/mod4/module4c8.htm>

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**MODULE 5** 

- Health Promotion Strategies

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**Health Promotion Strategies**

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- <http://www.ohprs.ca/hp101/mod1/module1c7.htm>

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**Reflective Exercise 1b.**

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- Do you see an opportunity to apply all of the strategies described to any health issue? Or do some strategies seem to be more appropriate for addressing certain health issues/objectives?

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**Poll: What HP strategy do you currently use the most?**

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- Health communication
- Health education
- Self help/mutual aid
- Organization change
- Community development/mobilization
- Policy development
- Advocacy

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**Poll: What HP strategy would you like to use more?**



- Health communication
- Health education
- Self help/mutual aid
- Organization change
- Community development/mobilization
- Policy development
- Advocacy

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**Questions about strategies?**



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- Does anyone have a work issue/topic/project they're wondering how to address?



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**Health Promotion Strategies**

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- <http://www.ohprs.ca/hp101/mod1/module1c7.htm>

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**Were you able to read the scenarios?**

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- Yes
- No

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**Which scenario to focus on?**

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- Scenario 1
- Scenario 2
- Scenario 3
- Scenario 4

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**Reflective Exercise 2 – Applying HP Strategies (p.40)**

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Points to Ponder

- What are the health issues faced by the individual(s), families, organizations and communities described in the scenarios?

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**Reflective Exercise 2b**

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- Describe how the seven HP strategies identified in this module could be applied to address the individual, family, organizational and community health issues describe in the scenarios.

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**Module 6**

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- Features of Health Promotion
- <http://www.ohprs.ca/hp101/mod6/module6d.htm>

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**Reflective Exercise** 

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- <http://www.ohprs.ca/hp101/mod6/module6d.htm>

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**For next week...** 

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- Evaluations
- Media Resource Sharing
  - Please 'bring' one news item pertaining to health promotion and prepare to discuss its relevance and/or importance

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