



About HP, PHC and CQI

Health promotion

Knowledge base that underpins the HP CQI tools.

Health promotion is about preventing disease and promoting wellbeing by:

- Encouraging and enabling people to adopt healthy lifestyles through information, support and skill development
- Removing or minimising the social, economic and environmental barriers to adopting healthier lifestyles (Vago 2007).

Ottawa charter 1986

5 action areas for health promotion:

- Build healthy public policy
- Create supportive environments
- Strengthen community action
- Develop personal skills
- Reorient health services towards PHC

...process of enabling people to increase control over and improve their health.

3 key words:

Enable

Mediate

Advocate



World Health Organization

Directions since Ottawa Charter

Jakarta Declaration (1997)

Bangkok Charter (2005)

- health determinants
- inequality and empowerment
- human rights
- sustainable actions and policies
- capacity building

What does health promotion mean
to you?

Approaches and strategies used in health promotion

Individual focus			Population health focus	
Healthy individuals			Healthy communities, settings & environments	
Screening, individual risk assessment & immunisations	Health information & social marketing strategies	Health education & skill development strategies	Community action strategies	Settings & supportive environments
Medical approach	Behavioural approach		Socio-environmental approach	

(Adapted from DHS, Victoria 2003)

What HP strategies are used in your service?

Strategies

Examples

Health information and/or social marketing	World No Tobacco Day, Australia's Healthy Weight Week, Drug Action Week, Cancer awareness campaign
Health education and/or skill development	QUIT, healthy cooking course, AFL school holiday program, exercise classes, Men's Sheds
Community action or development	Youth mentor program, women's camp, community health advisory committee, community store committee, alcohol action group
Creating settings and supportive environments	Smoke free workplace policy Healthy school canteen Liquor license conditions, Men's Shed

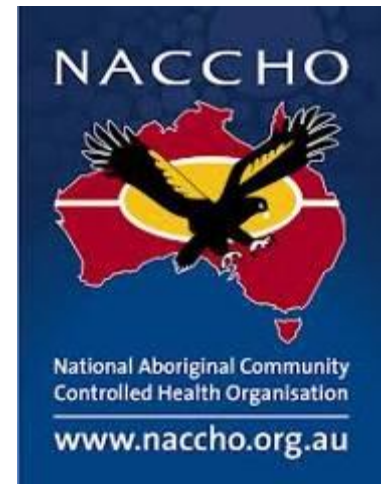
Comprehensive primary health care

- needs based planning and decentralised management
- locally based and acceptable services
- education
- intersectoral cooperation
- multi-disciplinary health workers
- balance between **health promotion**, disease prevention and treatment.

NACCHO definition

Primary health care

‘...the collective effort of the local Aboriginal community to achieve and maintain its cultural well being....a holistic approach which incorporates body, mind, spirit, land, environment, custom and socio-economic status’.



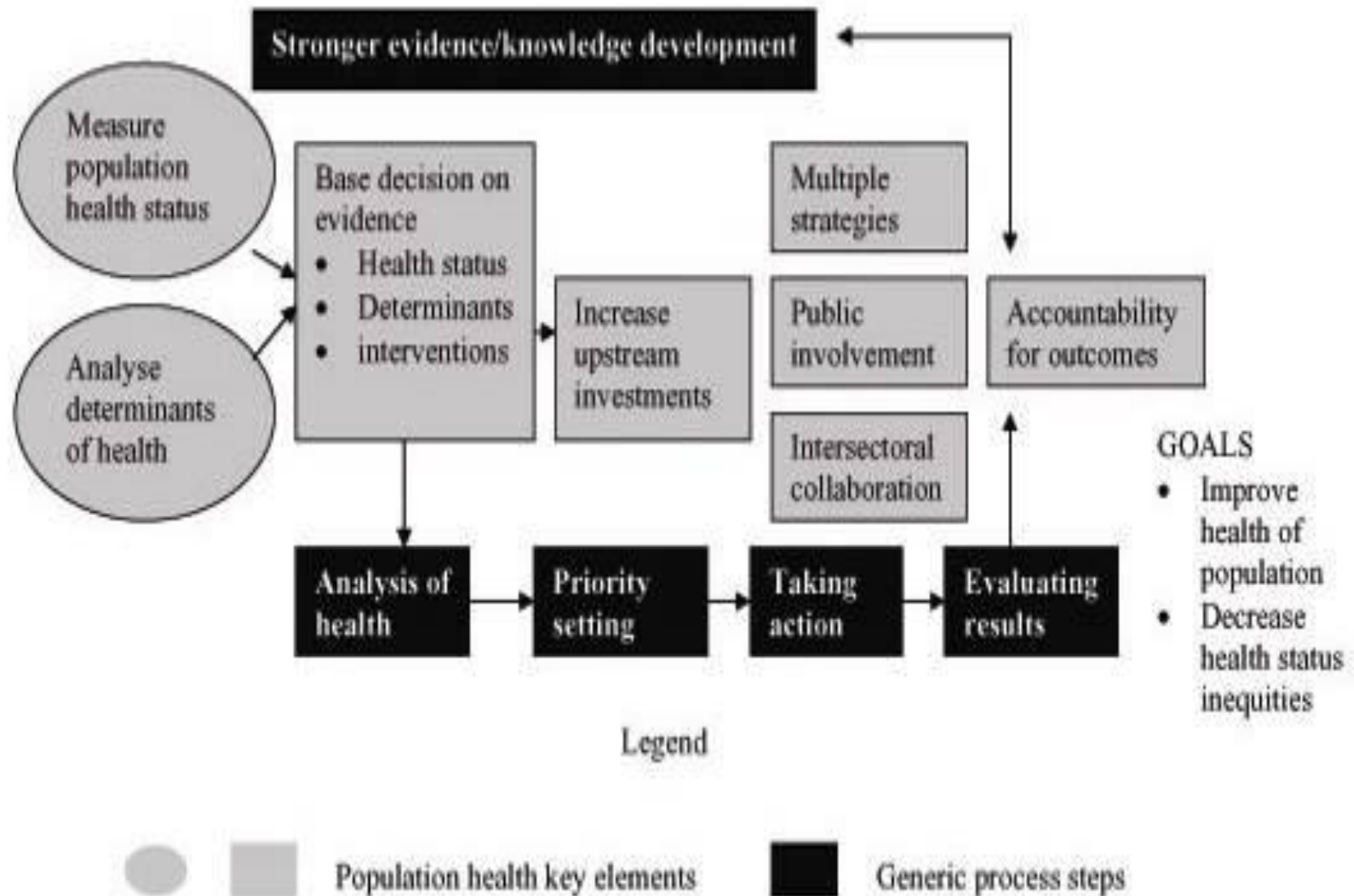
CQI takes a population health approach

- An organised response to protect and improve health outcomes of a population.
- Focus on underlying determinants of health.
- 'Upstream' interventions.

Aims to:

- maintain and improve the health status of a population
- reduce inequities in health between population groups
- address needs of the most disadvantaged.

Population health approach



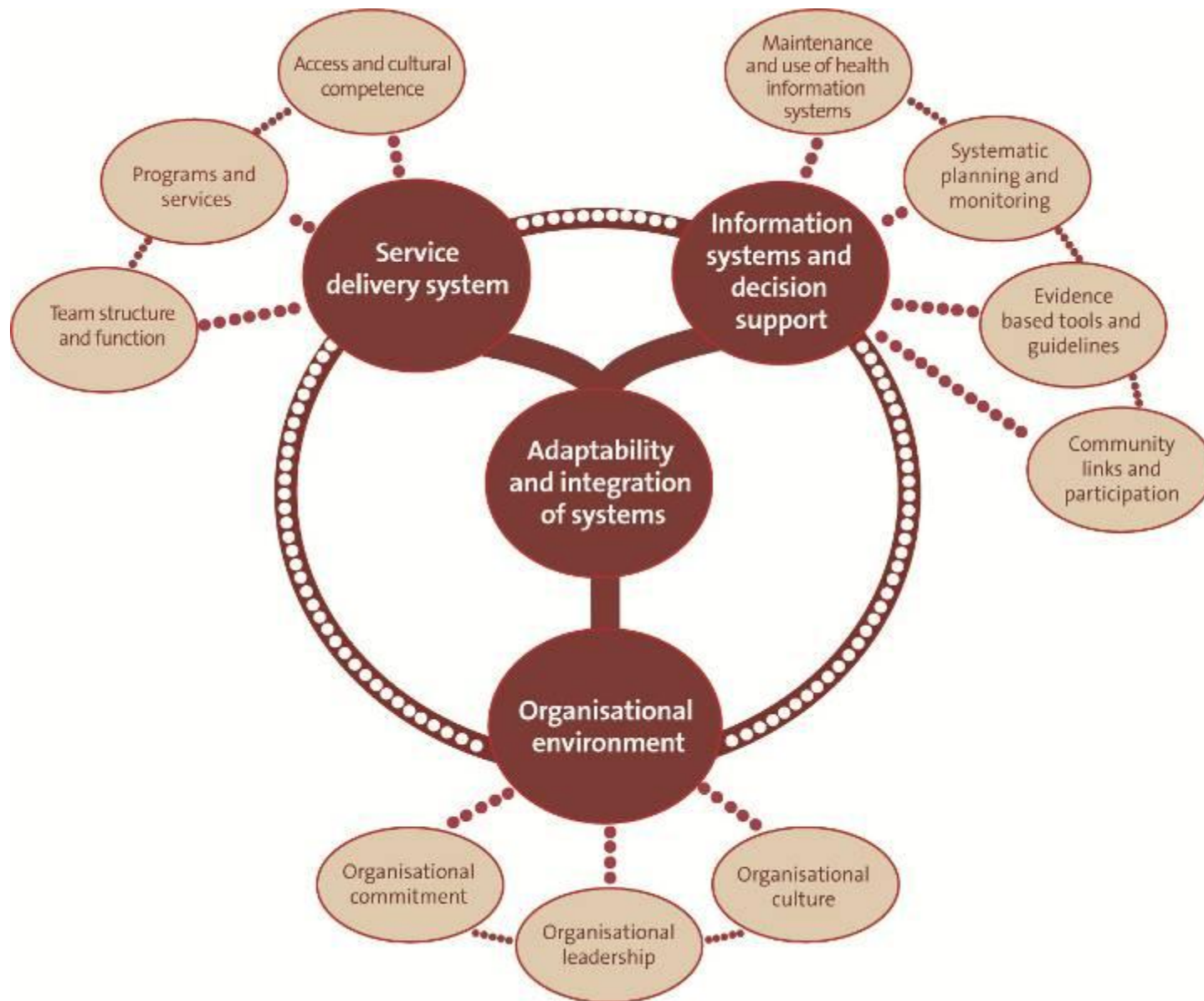
Shared principles of population health and primary health care

- Holistic understanding of health
- Commitment to equity in health care
- Commitment to community empowerment
- Use of multiple strategies and inter-sectoral collaboration
- Focus on preventive health care and **health promotion**
- Provision of integrated health and illness services
- Use of multi-disciplinary methods and teams
- Emphasis on research and evidence-based practice.

Key elements of HP practice



Systems that support HP



Benefits of CQI in health promotion

- Structured framework for health promotion quality
- CQI can strengthen HP by improving quality and supporting systems development
- Participatory approach is key
- Potential for wider application and learning

