

Introduction to Health Promotion and

Introduction to Health Promotion & Disease Prevention

Disease Prevention

Key concepts, frameworks, and practical strategies for improving population health.

1. Definitions

Term	Meaning
Health Promotion	The process of enabling individuals and communities to increase control over, and improve, their health. It goes beyond disease prevention to include well-being, empowerment, and healthy lifestyle choices.
Disease Prevention	Activities that aim to reduce the incidence, severity, or recurrence of specific illnesses. It is often categorized into primary, secondary, and tertiary levels.
Public Health	The science and art of preventing disease, prolonging life, and promoting health through organized community efforts.

2. Levels of Prevention

Level	Goal	Typical Interventions
Primary	Prevent disease before it occurs	Immunizations, health education, legislation (e.g., tobacco bans), environmental sanitation
Secondary	Detect disease early and intervene promptly	Screening programs (mammography, blood pressure checks), early treatment, health risk assessments
Tertiary	Reduce complications and improve quality of life for those with established disease	Rehabilitation, chronic disease management programs, support groups, palliative care

3. Theoretical Foundations

Theory / Model	Core Idea	Relevance to Practice
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Ottawa Charter (1986)

Health promotion is built on five action areas:
building healthy public policy, creating
supportive environments, strengthening
community action, developing personal skills,
and reorienting health services.

Provides a global
framework for policy?level
and community?based
initiatives.

Social Ecological Model

Health behavior is influenced by multiple
layers: individual, interpersonal, organizational,
community, and policy.

Guides multi?level
interventions that address
both personal and
environmental
determinants.

Health Belief Model

People act based on perceived susceptibility,
severity, benefits, barriers, cues to action, and
self?efficacy.

Useful for designing
targeted education and
behavior?change
campaigns.

Transtheoretical (Stages of Change) Model

Behavior change progresses through
precontemplation ? contemplation ?
preparation ? action ? maintenance.

Helps tailor interventions
to an individual's
readiness to change.

4. Core Strategies

4.1. Policy & Environmental Approaches

- **Legislation & Regulation** – tobacco taxes, seat?belt laws, nutrition labeling.
- **Built Environment** – safe walkways, parks, access to fresh food (food deserts).
- **Workplace Wellness** – ergonomic design, stress?reduction programs, health benefits.

4.2. Education & Communication

- **Health Literacy** – plain?language materials, culturally appropriate messaging.
- **Mass Media Campaigns** – TV, radio, social media to shift norms (e.g., anti?smoking ads).
- **School?Based Programs** – curricula on nutrition, physical activity, mental health.

4.3. Community Engagement

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- **Participatory Planning** – involve community members in needs assessment and program design.

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- **Peer Educators & Community Health Workers** – leverage trusted local voices.
- **Coalition Building** – align NGOs, government agencies, and private sector.

4.4. Clinical & Service Delivery

- **Screening & Immunization Clinics** – integrated into primary care.
 - **Chronic Disease Management** – care pathways, self-monitoring tools, telehealth.
 - **Referral Networks** – link patients to social services (housing, nutrition assistance).
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5. Determinants of Health

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