

"قالوا سبحانك لا علم لنا إلا ما علمتنا إنك أنت العليم الحكيم"

صدق الله العظيم

البقرة، آية 32

Introduction to Health Promotion and Public Health

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Iraq Sustainable Development Strategy (SDS), known as **Egypt's Vision 2030**, has been aligned with the 2030 Agenda which identifies 17 Sustainable Development Goals (SDGs). Health and well-being are at the center of the Sustainable Development Goals. **Health promotion** comprises consciously constructed opportunities for learning involving some form of communication designed to improve health literacy, including improving knowledge, and developing life skills which are conducive to individual and community health.



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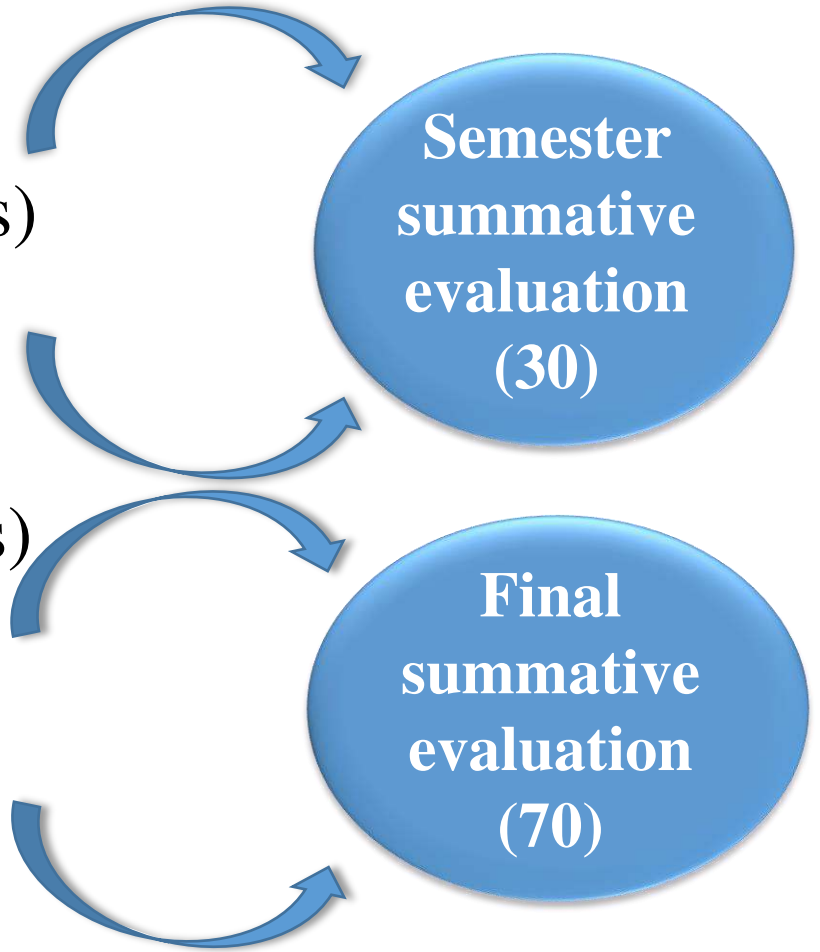
Course specification Preparatory

Total marks = 100

- Semester Activities: (30 marks)
- Written exam: (70 marks)



Outlines:

1.Fundamental concepts of health promotion and public health.

2.Key principles of health promotion.

3. Strategies of health promotion to improve population health outcomes.

Objective:

By the end of this lecture, participants will be able to:

1.Understand the fundamental concepts of health promotion and public health.

2. Enumerate the key principles of health promotion.

3. Identify the strategies of health promotion to improve population health outcomes.

What is Health Promotion?

- **Health Promotion** is the process of enabling individuals and communities to increase control over, and improve, their health. Unlike disease treatment,
- health promotion focuses on prevention, well-being, and health empowerment.

questions

- **What is the primary focus of Health Promotion?**
  a) Disease treatment
  b) Prevention, well-being, and health empowerment
  c) Hospital care
  d) Drug administration

Public Health:

- **Public Health** is the science and art of preventing disease, prolonging life, and promoting health through organized efforts of society.
- Public health focuses on the well-being of communities and populations rather than individual treatment.

Multiple Choice Question (MCQ):

- **Which of the following best describes the focus of Public Health**?
  a) The well-being of individuals only
  b) Treating diseases in hospitals
  c) Only health policies
  d) The well-being of communities and populations

- **True/False:**
  Public Health only focuses on individual treatments and does not address systemic factors like policy and environment.

Principles of Health Promotion:

1. Empowerment:

Health promotion focuses on empowering individuals and communities to take control of their health decisions, enabling long-term lifestyle changes.

Multiple Choice Question (MCQ):

- What is the main goal of empowerment in Health Promotion?
  a) To provide medical treatments for illnesses
  b) To focus solely on preventive measures
  c) To enable individuals and communities to take control of their health decisions
- d) To establish healthcare policies
- **True/False:**
  Empowerment in Health Promotion means giving individuals and communities the tools to make informed health choices and create long-term lifestyle changes.

Principles of Health Promotion:

2. **Participation:**

Health promotion encourages active participation from individuals and communities in planning, implementing, and evaluating health programs.

- This ensures that health interventions are relevant and culturally appropriate and meet the specific needs of the population.

Multiple Choice Question (MCQ):

- Why is participation emphasized in Health Promotion?
  a) It allows health programs to be imposed on individuals
  b) It ensures health interventions are relevant and culturally appropriate
  c) It limits community involvement in planning health programs
  d) It focuses only on medical treatments
- **True/False:**
  Health Promotion encourages active community participation to ensure that interventions meet the specific needs of the population.

Principles of Health Promotion:

3. Holistic Approach:

A holistic view of health include physical, mental, and social well-being, emphasizing that health is not merely the absence of disease but a positive state of wellness.

Multiple Choice Question (MCQ):

- A holistic approach to health in Health Promotion emphasizes:
  a) Focusing only on physical health
  b) Addressing only mental health issues
  c) The balance of physical, mental, and social well-being
  d) The absence of disease as the definition of health

Principles of Health Promotion:

4. Equity and Social Justice:

- Health promotion works to reduce health disparities and promote equity in health by addressing social determinants such as income, education, and access to healthcare.

Multiple Choice Question (MCQ):

- **What does Health Promotion aim to achieve in terms of equity and social justice?**
  a) Provide the same health resources to everyone regardless of their social status
  b) Address social determinants like income, education, and access to healthcare to reduce health disparities
  c) Focus only on high-income individuals' health needs
  d) Promote healthcare that benefits a select few
- **True/False:**
  Health Promotion works to reduce health disparities by addressing social factors such as income and education.

Principles of Health Promotion:

5. Prevention:

- Health promotion prioritizes **primary prevention** (preventing disease before it occurs).

Strategies for Health Promotion:

- **1- Health Education:**
  - Providing individuals and communities with information and tools to make healthier choices (e.g., nutrition education التثقيف الغذائي , physical activity programs وبرامج النشاط البدني , anti-smoking campaigns وحملات مكافحة التدخين).

Strategies for Health Promotion:

- **Which of the following is an example of health education in Health Promotion?**
  a) Creating policies for tobacco control
  b) Building parks for exercise.
  c) Providing information on nutrition and physical activity
  d) Offering medical treatments for diseases
- **True/False:**
  Health education focuses on providing individuals and communities with the knowledge and tools to make healthier lifestyle choices.

Strategies for Health Promotion:

2. Policy Development:

Creating policies that promote health at the community and national levels (e.g., tobacco-free policies سياسات منع التدخين, urban planning to encourage walking, nutrition labeling laws).

Strategies for Health Promotion:

- **What is the role of policy development in Health Promotion?**
  a) To provide personal health advice to individuals
  b) To create policies at community and national levels that support health, such as tobacco-free policies
  c) To treat diseases after they occur
  d) To focus solely on individual behavior

Strategies for Health Promotion:

- **3. Community Engagement:**
- Engaging local communities in identifying health challenges or needs and creating solutions. Programs such as community health assessments.

Strategies for Health Promotion:

- How does community engagement contribute to Health Promotion?
  a) By designing health programs without community input
  b) By focusing on individual health decisions only
  c) By promoting international health standards
- d) By involving local communities in identifying health challenges and creating solutions

- **True/False:**
  Community engagement in Health Promotion involves working directly with local populations to address health challenges and create effective solutions.

4. Behavioral Change Interventions: .4

- Using models and theories (e.g., the Health Belief Model, Social Cognitive Theory) to understand and influence individual and collective behaviors toward healthier habits (e.g., exercise, diet, smoking cessation).

4. Behavioral Change Interventions: .4

- Which of the following is a goal of behavioral change interventions in Health Promotion?
  a) To influence individual and collective behaviors toward healthier habits
  b) To provide immediate medical treatment
  c) To focus solely on the physical environment
  d) To restrict individual freedoms in health decisions
- **True/False:**
  Behavioral change interventions in Health Promotion use theories and models to understand and influence behaviors like exercise, diet, and smoking cessation.

5. Environmental Interventions:

- Changing the physical or social environment to make healthy choices easier, such as creating safer parks, reducing environmental pollutants, and providing access to healthy foods.

5. Environmental Interventions:

- Which of the following is an example of an environmental intervention in Health Promotion?
  a) Offering personal health coaching
  b) Creating safer parks and reducing environmental pollutants
  c) Encouraging individuals to quit smoking through campaigns
  d) Offering free health check-ups to the public

Conclusion:

- Health promotion is an essential component of public health practice, focusing on prevention, empowerment, and health equity.

References

- **Snelling, A. (2023).** *Introduction to Health Promotion* (2nd ed.). Jossey-Bass.
- **Madanat, H., Arredondo, E. M., & Ayala, G. X. (2021).** *Introduction to Health Promotion & Behavioral Science in Public Health*. Cengage Learning.
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- **Naidoo, J., & Wills, J. (2016).** *Foundations for Health Promotion* (4th ed.). Elsevier.