



Strategies for Promotion of Health and Social Care

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Learning Outcome



The Learning Outcomes are as follows:

- **Health Promotion** - Historical Evolution, Importance, targets, approaches, various health promotion.
- **Do's and don'ts to Reduce the Risk of Sudden Infant Death**, 10 Year Tobacco Control Strategy, New Office for Health Promotion to Drive Improvement of Nation's Health
- **National Issues of Public health – Pensions, Demographic hurdles, Brexit**
- **Ethical Issues in Health Promotion** - Digital Gaps, Obligation to Promote Health Effectively and Efficiently
- **Global Issues in Healthcare** – Pandemics, Environmental factors, Economic disparities, Political factors
- **Major Challenges Faced in Healthcare Industry 2021**

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Health Promotion

"Health promotion is the process of enabling people to increase control over, and to improve their health."

Health Promotion Glossary, 1998

Health education plays an important role in changing people's behavior by improving their knowledge of the health risks posed by certain parts of their lifestyle.



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Health Promotion: Historical Evolution

Henry E. Sigerist, a famous medical historian, invented the term "health promotion" in nineteen - forty - five, when he defined medicine's four major tasks as "promotion of health," "prevention of illness," "restoration of the sick," and "rehabilitation." His assertion that providing a decent standard of living, good labor conditions, education, physical culture, means of rest and recreation, and combining the efforts of statesmen, labor, industry, educators, and physicians to promote health was right.

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Importance of Health Promotion

Health promotion is the development of individual, group, institutional, community and systemic strategies to improve health knowledge, attitudes, skills and behavior.

The various benefit of health promotion are as following:

Improves the health status of individuals

Enhances the quality of life

Reduces premature deaths

Minimizes the financial and human costs

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Targets of Health Promotion

A more positive self-helping approach can help with any disease, and a health promotion component can be seen in many treatment approaches to a wide range of modern conditions.

The various targets of Health Promotion is as following:

Wellbeing and Mental Health

Diet, Obesity and Physical Exercise

Smoking

Alcohol and Drugs

HIV and sexual health

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Approaches to Health Promotion

Health promotion efforts can be focused on high-priority health issues that affect a significant number of people, and numerous interventions can be promoted.

Various health promotion approaches are as following:



Medical Approach

The Medical approach aims to free people from diseases that are medically defined, such as infectious diseases, cancer, and heart disease. The strategy involves medical measures aimed at preventing or alleviating illness.

This approach of improving health is based on the medical model of health, which takes a mechanistic view of the body, views sickness as a malfunction, and concentrates on addressing the disease's specific physical cause.

Green et al., 2015

Behavioral Change Approach

The Behavioral modification method focuses on altering people's attitudes and actions in order for them to embrace a "healthy lifestyle." People can be taught how to quit smoking, take care of their teeth, eat the "proper diet," and so on.

A healthy lifestyle is claimed to be in the best interests of individuals in this approach, and health professionals who promote this approach will regard it as their job to urge as many people as possible to embrace the healthy lifestyle they support.

Educational Approach

The Educational Approach to health promotion implies that improving people's health knowledge would result in healthier behavior.

The Educational Approach is focused on learning and consists of three elements namely:

1. **Cognitive** - Examines the public's awareness of a health topic.
2. **Affective** - Analyzes a person's feelings and attitudes toward a health problem.
3. **Behavioral** - Concerned about skills, such as their ability to cook

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Client Centered Approach

The health professional takes a client-centered approach to assist clients select what they want to learn about and act on, as well as make their own decisions and choices based on their own interests and beliefs. The health professional's function is to act as a facilitator.

Assist people in identifying their issues and acquiring the information and skills necessary to effect change. The client's self-empowerment is viewed as crucial. Clients are treated equally.

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Societal Change Approach

The societal change approach, rather than modifying individual behavior, alters the physical and social environment to make it more favorable to good health.

Those who take this approach respect their democratic right to alter society and are devoted to placing health on the political agenda at all levels, emphasizing the significance of influencing the health environment rather than the individual lives of those who live in it.

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Public Health

All organized actions whether governmental or private to prevent disease, enhance health, and lengthen life in the general population are referred to as public health.

Individuals, organizations, and society may all benefit from public health when it comes to preventing disease, death, and disability using:



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Health Promotion Alcohol and Drugs Misuse

There are numerous health expenses associated with drug and alcohol abuse. Health promotion aim to promote awareness of the hazards of alcohol and drugs, as well as the availability of support services.

The Department of Health led the development of a cross-sectoral plan aimed at reducing the harm caused by alcohol and drug abuse in Northern Ireland. In 2006, the Department of Health announced the 'New Strategic Direction for Alcohol and Drugs.'

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Health Promotion Breastfeeding

Breastfeeding is a significant public health issue because it promotes good health, prevents disease, and helps in the reduction of health inequalities. For the first six months of life, breast milk provides all of the nutrients a baby needs for healthy growth and development.

The Department of Health has accepted WHO recommendations for exclusive breastfeeding for the first six months of an infant's life. Breastfeeding should be continued for at least six months after the introduction of appropriate solid foods.

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Breastfeeding Strategy for Northern Ireland

A Strategy for Northern Ireland (2013-23) aims to enhance the health and well-being of mothers and babies in Northern Ireland by encouraging them to breastfeed.

Breastfeeding statistics in Northern Ireland are based on data gathered by the Northern Ireland Maternity System (NIMATS) and the Northern Ireland Child Health System (CHS).

Breastfeeding is less common among mothers from lower socioeconomic groups. In addition, the department compares the percentage of babies who are nursing when they leave the hospital.

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Health Promotion Obesity Prevention

The Department of Health created the 'Fitter Future for All' framework, which was introduced on March 9, 2012, to assist minimize the harm caused by overweight and obesity.

The goals of this framework are to create an environment that supports and encourages a physically active lifestyle and a nutritious diet, the population of Northern Ireland will be empowered to make health choices, lower the risk of overweight and obesity-related illnesses, and enhance health and wellbeing.



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Health Promotion Sexual Health



Sexual health is an essential component of physical, mental, emotional, and social well-being. The DHSSPS collaborates with a variety of organizations to prevent sexual ill health and improve sexual health among Northern Ireland's population.

The 'Sexual Health Promotion Strategy and Action Plan aims to improve, protect, and promote the population of Northern Ireland's sexual health and well-being. STIs and the Human Immunodeficiency Virus cause a wide range of illnesses and can have long-term repercussions in people's lives.

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Health Promotion Teenage Pregnancy

Teenage pregnancy is linked to a lack of knowledge about sex. According to research, effective comprehensive relationships and sexuality education can help young people delay sexual activity and increase their likelihood of using contraception when they do.



The latest launch of RSE Guidance for Primary and Post-Primary Schools is a significant step in the right direction.

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Health Promotion Wellbeing and Mental Health

Mental health promotion refers to community-based programs that attempt to increase public awareness of mental health concerns, promote mental health literacy, decrease stigma and prejudice, and improve the population's mental health and well-being.



Health promotion programs are an important component of the strategy for addressing mental health issues, improving access to services, and increasing awareness of the need of personality.

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Health Promotion Skin Cancer Prevention

In Northern Ireland, skin cancer is the most prevalent type of cancer, with both non-melanoma and malignant melanoma rates rising in recent decades. Overexposure to ultraviolet (UV) radiation is widely recognized as the underlying cause of skin cancer, with experts estimating that four out of every five cases may be avoided with simple measures. The popularity of overseas vacations and greater usage of sunbeds have both been related to an increase in instances.

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Health Promotion Sudden Infant Death Syndrome

Sudden Infant Death is rare, and the risks of your infant dying from it are slim. The majority of infant fatalities occur in the first six months of life. Infants that are born preterm or with a low birthweight are more vulnerable. SID is also somewhat more common in boys than in girls.

It generally happens when a baby is sleeping, but it can also happen when they are awake. Parents can lower the risk of SID by not smoking during pregnancy or after the baby is delivered, and always sleeping with the infant on their back.

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Dos to Reduce the Risk of Sudden Infant Death



Dos

- Always put your baby to sleep on their back.
- Place your baby's feet to his or her feet in the "feet to foot" posture like with their feet touching the end of the cot, Moses basket, or pram.
- Use a light blanket tightly tucked no higher than the baby's shoulders to keep the baby's head uncovered.
- For the first six months, keep your baby in a cot or Moses basket in the same room as you.
- If you're going to use a baby sleeping bag, make sure it has neck and armholes and no hood.
- Use a firm, flat, waterproof, and in good condition mattress.
- If you're able, breastfeed your baby and then place them straight to sleep in their cot.

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Don'ts to reduce the risk of Sudden Infant Death



Don'ts

- If you're pregnant, don't smoke or allow anybody else to smoke near your kid.
- Don't sleep on a sofa, or armchair with your baby.
- Don't allow your baby to sleep in an adult bed by himself.
- Don't allow anybody who has been smoking, drinking alcohol, using drugs, or who is extremely fatigued to share a bed with your infant.
- Don't allow your baby to become too hot or cold- a room temperature of 16 to 20 degrees Celsius.
- Don't leave your baby sleeping in a car seat for long periods or when not travelling in the car.
- Don't put pillows, loose blankets, cot bumpers or sleep positioners in your baby's cot.

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Health Promotion Suicide Prevention

Protect life is a long term strategy to reduce suicides and self-harm, involving activity from a variety of government departments, agencies, and industries. It recognizes that no single organization or service can have a significant impact on all of the complex interplaying elements that lead to someone harming themselves or, in the end, ending their own life.



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Health Promotion Tobacco Control

In Northern Ireland, smoking is the leading cause of avoidable disease and early death, killing over 2,300 people each year. It is also one of the leading drivers of health inequalities, with smoking prevalence rates being greater among those living in low-income regions.

Cancer, coronary heart disease, strokes, and other disorders of the respiratory and circulatory systems are among the illnesses for which smoking is a major risk factor.



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Ten Year Tobacco Control Strategy for Northern Ireland

- The Department of Health issued the '10 Year Tobacco Control Strategy for Northern Ireland' in February 2012, with the overall aim of creating a tobacco-free society.
- While the plan is aimed at the entire population, it prioritizes three groups namely children and young people, pregnant women, and their partners, who smoke, and disadvantaged people who smoke.
- The strategy has three key objectives that is fewer people smoking, more smokers quitting and protection for all from second hand smoke.

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New Office for Health Promotion to Drive Improvement of Nation's Health

The New Office for Health Promotion will oversee national efforts to reduce obesity, improve mental health, and encourage physical activity in order to improve and level the nation's health.

- The new Office for Health Promotion will be in charge of overseeing national initiatives to enhance and level the public's health.
- It will assist ministers in designing and implementing a major shift in public health policy.
- The new strategy will see efforts throughout the
- Supporting local authorities and the NHS in the planning and delivery of health and social care services
- To enhance our understanding of public health difficulties and come up with solutions to public health problems, we conduct research, gather data, and analyze it.

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National Issues of Public Health

Many changes occur in the healthcare business, posing new difficulties nationally.

The various national issues of Public Health are as following:

- ✓ **Pensions** --- Because of the £1.1 million pension cap, most senior NHS executives are responsible for their own pension payments. NHS leaders are either reducing their working hours or choosing for early retirement as a result of the yearly tax levy on higher incomes pension contributions.
- ✓ **Demographic hurdles** --- The UK is currently experiencing a demographic drop in the number among 18-year-olds
- ✓ **Brexit** --- Nearly 5000 nurses and midwives from EU countries have left the NHS in the last two years, citing Brexit as the major reason.

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Ethical Issues in Health Promotion

Ethical issues always arise since initiatives to promote healthcare communication have the purpose of influencing the beliefs and lifestyle of the people and are typically launched, financed and influenced by public or private authorities or powerful organizational bodies.

When using approaches such as highly emotive appeals, exaggerations, omissions, provocative tactics, or the inclusion of minors in health promotion communication initiatives, ethical difficulties about advertising can arise.

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Obligation to Promote Health Effectively and Efficiently

Designing and implementing health promotion interventions in such a manner that they benefit the greatest number of people and are carried out in the most efficient and effective way possible using public resources is an ethical duty.

This method is based on moral philosophy's teleological perspective, which stresses consequences as the primary criterion for determining moral worth.

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Digital Gaps



- For many people, digital media has become their main source of health information since it allows them to disseminate health promotion material in a variety of ways.
- People with poor digital literacy or who lack physical access to computer equipment, as well as essential skills and competences, have a harder time accessing and using online health information.
- One example is the information gap that occurs when public health emergencies are communicated through digital media channels.

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Global Issues in Healthcare

Global health issues are concerns of all public health officials throughout the world.

Health care issues have crossed international borders as a result of the effects of a globalized economy, advances in transportation, and changes in agricultural practices. By focusing on global health, practicing physicians and medical school instructors may impact prevention efforts on a global scale.



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Prominent Global Health Issues

What are the most significant obstacles to global health progress?
The six global health issues listed below show the breadth and depth of this broad territory.

Pandemics

Pandemics are defined as global disease outbreaks, according to an article published in the World Health Organization's Bulletin. Some influenza outbreaks, COVID-19, and other viral threats are examples of pandemics, which show our vulnerability to widespread illnesses, many of which start in animals.

Environmental factors

Storms, flooding, droughts, and air pollution make it easier for illnesses to spread over huge populations.

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Prominent Global Health Issues

Cont'd 1

Economic disparities and access to health care

Despite frequent advances in technologies, communities all around the world continue to lack basic health knowledge and treatment. As a result, there exist health inequalities, such as high infant death rates.

Political factors

When international politics enters the picture, inadequate access to health care becomes even worse. As internal or international wars cause havoc on critical infrastructure, ordinary people become increasingly exposed to illness

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Strategic Segmentation and Targeting

Designing health promotion programs to target certain groups of the community is widely regarded as a viable and ethical strategy in health promotion.

It is seen as a more ethical and successful strategy since it necessitates the delivery of similar but culturally relevant messaging to people of various sociocultural backgrounds and literacy levels.

It is also believed to be efficient because interventions that are tailored to the social norms and values of the target group, and that utilize metaphors and symbols that they are acquainted with or prefer, are more likely to achieve the desired health outcomes.

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Stipulations as to the Truth of Health Information

One of the tenets of Western morality that is assumed to be universal is honesty. Even if it is for a good reason, concealment or misrepresentation of what is believed to be true is considered an infringement on the ethical norm of respect for autonomy.

However, the notion of autonomy varies among cultures when it comes to revealing the truth or expressing all of the facts about a health condition to those who do not want to hear it. As a result, cultural concerns may be significant in specific situations or among people of various cultures.

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Stipulations as to Correctness and Reliability of Health Information

Health promotion frequently entails providing information with the goal of persuading individuals to adopt certain health-promoting behaviors. For example, having certain diagnostic procedures for early disease detection or changing the diet. However, the correctness or reliability of this type of information could be contested: It might not always be up to date, might be tentative or incomplete, or might be subject to different scientific and cultural interpretations.

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Stipulations as to Comprehensibility, Clarity, and Completeness

The stipulation, that focuses on ethical obligations related to equity, emphasizes the necessity of delivering information in a way that persons with limited literacy and literacy skills can understand.

It may be challenging to offer health promotion information that is both easy to understand and thorough, as well as to encourage people to follow the suggested health practices.

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Harm Reduction and Corporate Interests

The application of this approach in road safety initiatives poses further ethical concerns. Programs that promote the use of a designated driver, for example, focus primarily on encouraging people to rely on a driver who does not consume alcoholic beverages, and do not emphasize the risks of consuming excess amounts of alcohol. Many of these programs are, in reality, financed by the alcohol industry.



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Digital Media in Health Promotion

Democracy and people's ability to access information that is not controlled by commercial interests, given the commercial nature of mass media and the rising commercialization of the internet and digital channels, like search engines and social media. This also raises ethical concerns about the use of commercial businesses to communicate public health messages.



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Collaborations and Sponsorships

Health promotion initiatives are frequently carried out in conjunction with public and private sector entities, such as workplaces, enterprises, and commercial media companies.

Another type of collaboration happens when health promotion communication initiatives are created and implemented in collaboration with media professionals, which comes with its own set of ethical issues.

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Major Challenges Faced in Healthcare Industry 2021

Quickly government laws, technology advancements, and patient expectations, in particular, have created a new climate in which maintaining a medical practice is no longer only about treating patients.

Here are six key difficulties facing the healthcare sector in 2021 and beyond, as well as strategies for solving them as following:

- ✓ Cybersecurity
- ✓ Telehealth
- ✓ Invoicing and Payment Processing
- ✓ Price Transparency
- ✓ Patient Experience
- ✓ Effective Payment Model
- ✓ Big Data

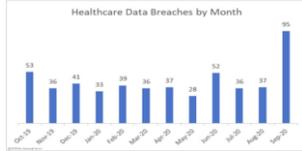
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Cybersecurity

The rapid expansion of digital health initiatives, such as telehealth doctor visits, is a key factor in the rise in patient data breaches.

Patient Data Protection

Patient data protection is to protect sensitive patient data. Patients must have trust in organization when disclosing personal information such as health information, thus harm to the company's reputation might limit the services one can provide.



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Telehealth

"There is going to be this gap, and there are some gaps where telehealth can't replace the one-on-one, face-to-face interaction. That just really stands out when it comes to senior care, patients with Alzheimer's and dementia. There's no substitute."

-Angela Williams, CEO of disability nonprofit Easterseals

Major issues such as a potential digital health bubble and an uncertain regulatory future continue to affect the telehealth sector.

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Invoicing and Payment Processing

Patients are increasingly more responsible for a larger portion of their medical bills, and medical practices are citing patient collections as their top revenue cycle management challenge. Providers must adhere to patient payment preferences in order to encourage patients to submit payments on time.

Ensure that billing statements are user-friendly to meet patient expectations and improve the user experience.

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Price Transparency

Aside from trouble making payments owing to a lack of options, misunderstanding caused by a lack of pricing transparency is another major factor for customers failing to fulfill their financial obligations.

In 2019, price transparency became a big medical term, and it will certainly be a major challenge for most American healthcare systems in the coming year.



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Patient Experience

Patients naturally demand better services from their providers as they become increasingly liable for a larger portion of their healthcare bill



Create a patient portal that keeps all patient interactions in one location to provide an excellent and simplified user experience. It also allows all staff to view each patient's history from a single centralized record, which is updated in real time, to minimize costly mistakes.

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Effective Payment Model

In order to cut costs and improve service quality, financial incentives are increasingly being determined based on patient outcomes rather than service volume.

Payers and patients are seeking innovative payment models that encourage care providers to coordinate services and promote preventative care, such as bundled payments, disbursement to physician care providers, global payments, and shared savings.

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Big Data

Leadership must embrace data-driven decision-making if healthcare companies are to successfully harness the power of big data. To create a confidence in data, analytics should be integrated into the organization's culture so that the insights may be used to support executive decision-making.

Healthcare businesses must use non-relational information technology to completely use all patient data from multiple sources, even if the datasets are in different formats, in order to fully leverage all patient data from various sources.

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