# Population Health Promotion

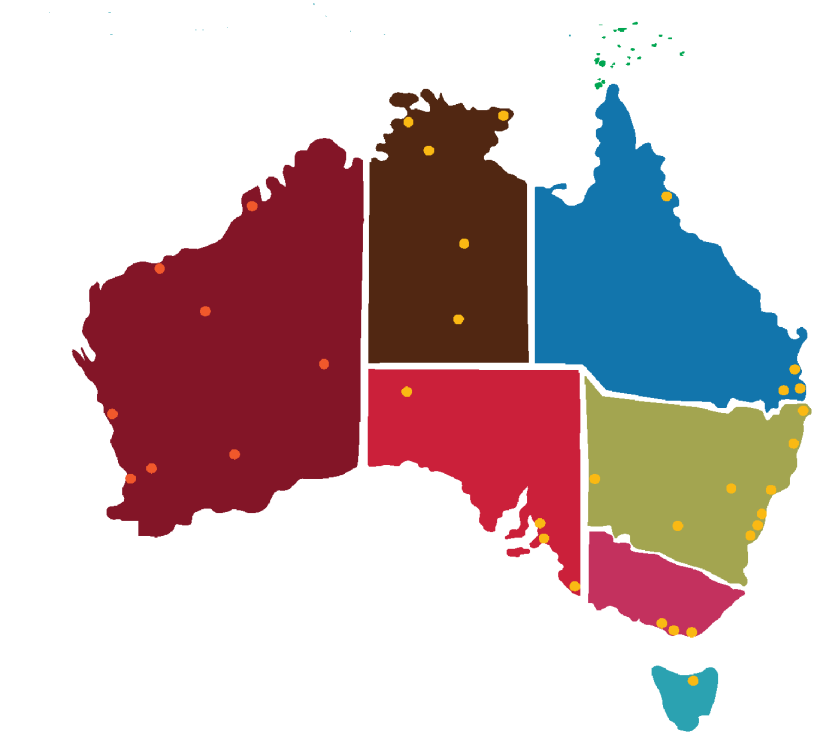# Population Health Promotion (PHP)

A model of working, which identifies how a **population health** approach can be implemented through action on the full range of **health determinants** by means of **health promotion** strategies

## Population Health Focus:

- Improve the health outcomes and wellbeing of an entire population*
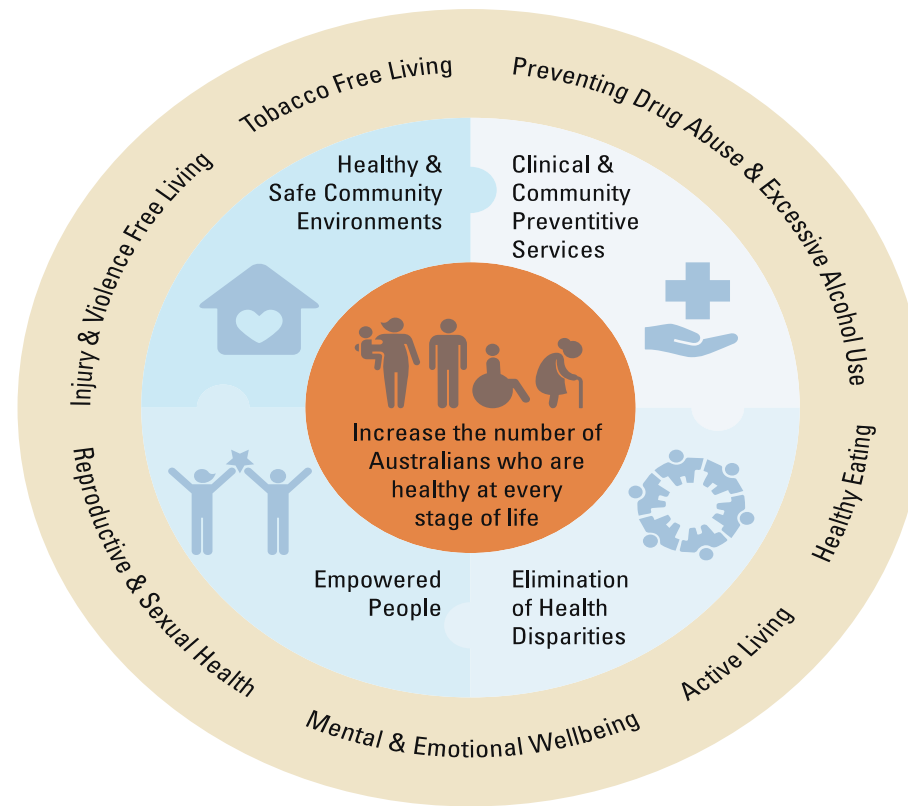- Reduce health inequalities

## Health promotion strategies:

- Enable people to take control over their health/wellbeing
- View health as a positive concept emphasizing social and personal resources

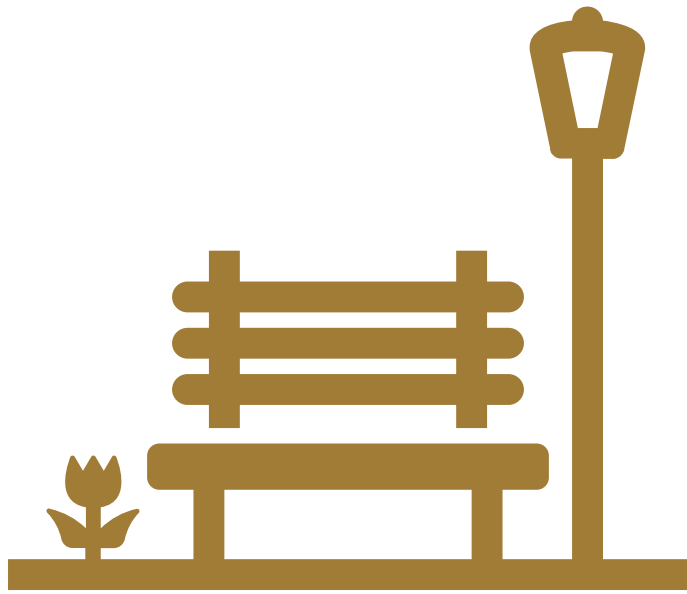- Both emphasize community participation /mobilization and partnership working and determinants of health

*Population = people within and across a defined locality, region, or national population

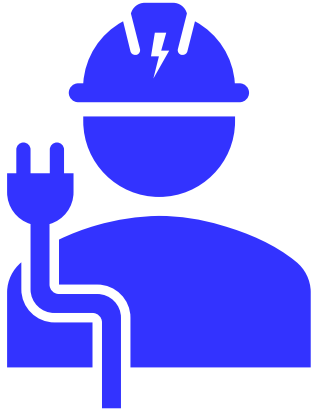# Determinants of health

Dahlgren and Whitehead 1993

# Partnerships

# Building capacity across services

# Supportive (smoke-free) environments

# Workplace programs and policies

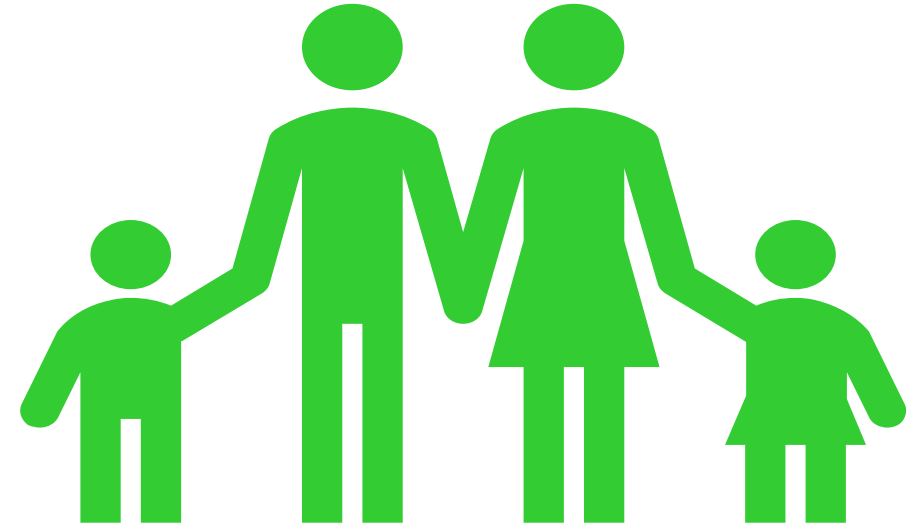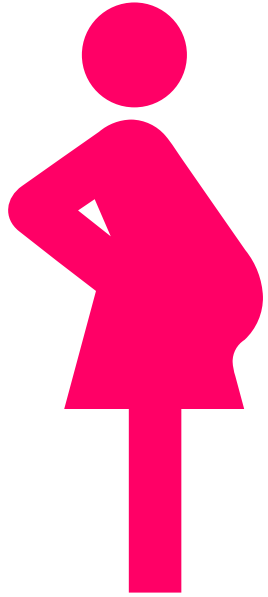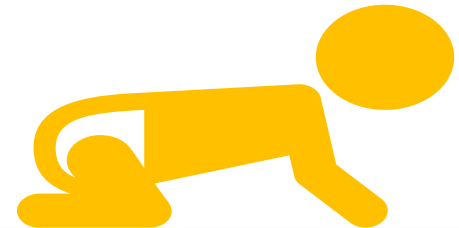# Social Marketing messages

# Social media messages

NATIONAL BEST
PRACTICE UNIT
**TACKLING
INDIGENOUS
SMOKING**

# School programs

Pregnant women and families

# Why a population Health Approach?

- Recommended by WHO;

- Actions at all levels to be effective

- Important health gains come from focusing programs on the health of an entire population;

- Small gains for the many v. large gains for the few;

- Repetition to increase small effect over time;

# 3 minutes of influence

Clinical setting:
1xbrief intervention
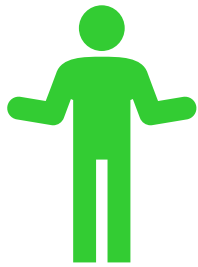
Population Health promotion
(1XTV ad)

# Population Health Promotion Model

- Integrates health promotion and population health approach;
- Uses strategies enabling people to take control over & improve their health;
- Addresses the relationship between the determinants of health and how these influence the health of entire populations;
- Uses sectors of population health, the determinants of health, and strategies from the Ottawa Charter to guide action;
- Focuses on "whole populations" and "all factors that determine health'';
- Requires collaborative action.

*Community based programs to improve and maintain population health and reduce inequalities in health*