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
Building capacity across services
Supportive (smoke-free) environments
Workplace programs and policies
Social Marketing messages

Don't make smokes your story

"I quit for my family" - Ted

australia.gov.au/quitnow
Social media messages
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