Population Health Promotion
NATIONAL BEST PRACTICE UNIT
TACKLING INDIGENOUS SMOKING
DON’T MAKE SMOKE YOUR STORY

"I QUIT FOR MY FAMILY"
- TED

australia.gov.au/quitnow
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

*Population = people within and across a defined locality, region, or nation
Health promotion strategies:

• Enable people to take control over their health/wellbeing;
• Health is a positive concept and includes social and personal resources;
• Requires community participation, partnership working and attention to the determinants of health.
Why TIS takes a Population Health Approach:

- Recommended by WHO;
- Actions needed 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 vs. large gains for the few;
- Repetition to increase small effect over time.
3 Minutes of Influence

Clinical setting:
1 Brief Intervention

Population Health Promotion:
1 TV Ad
Community based action to improve and maintain population health and reduce inequalities in health