

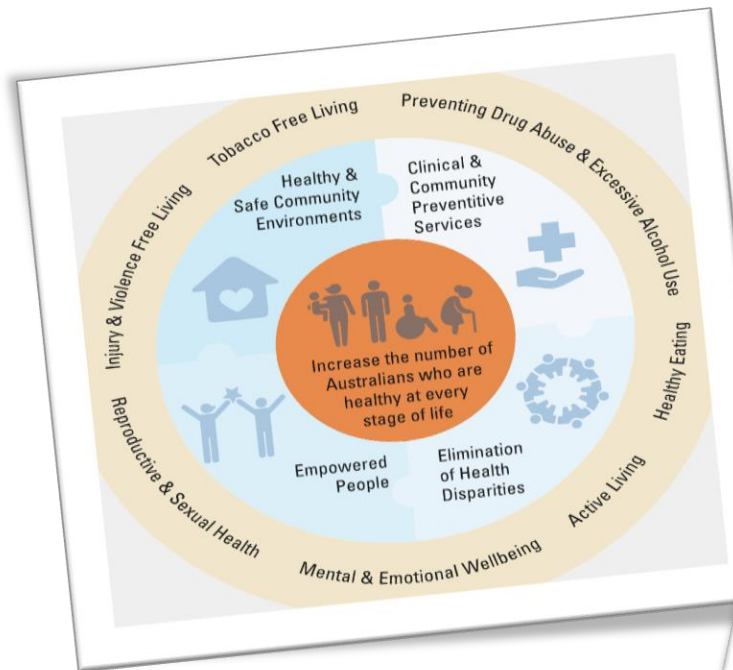
Population Health Promotion



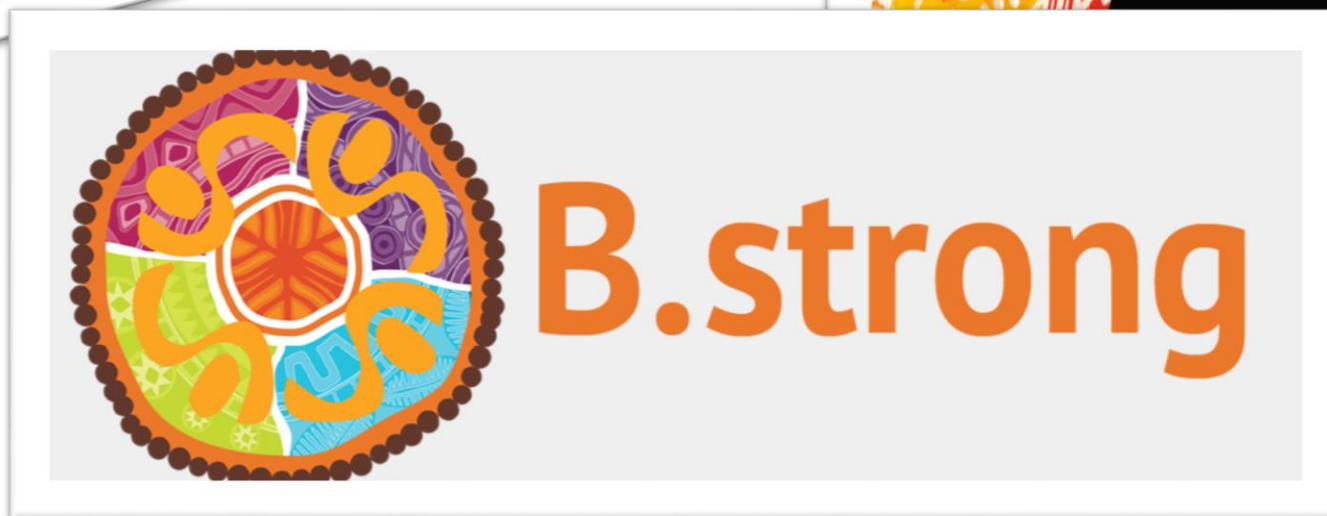
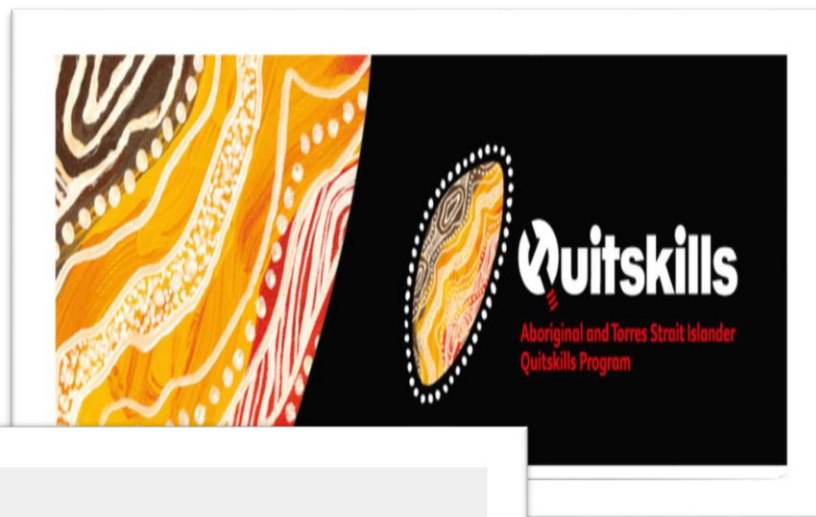
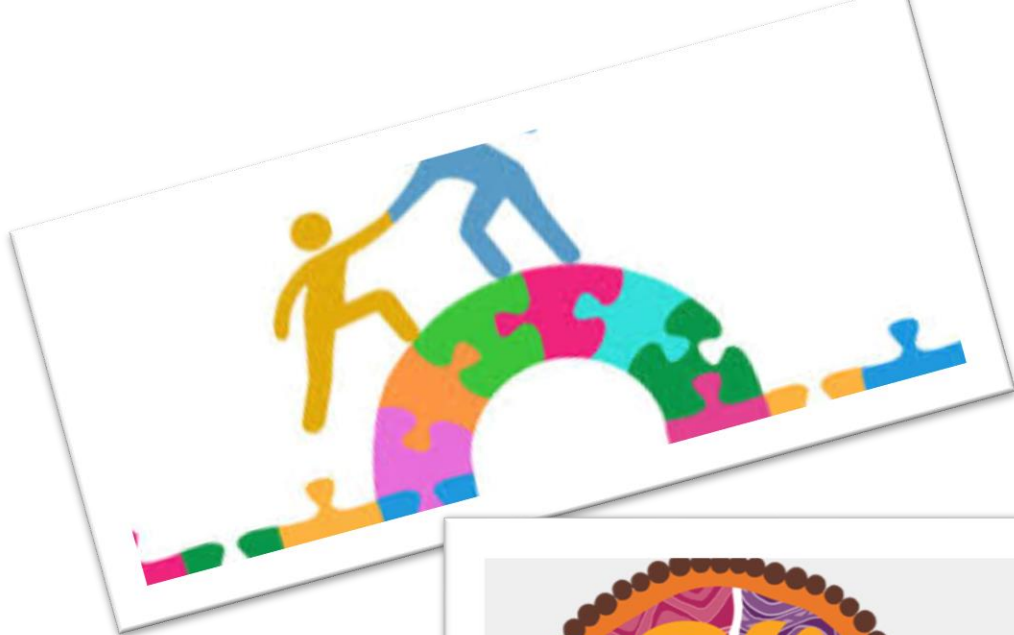
















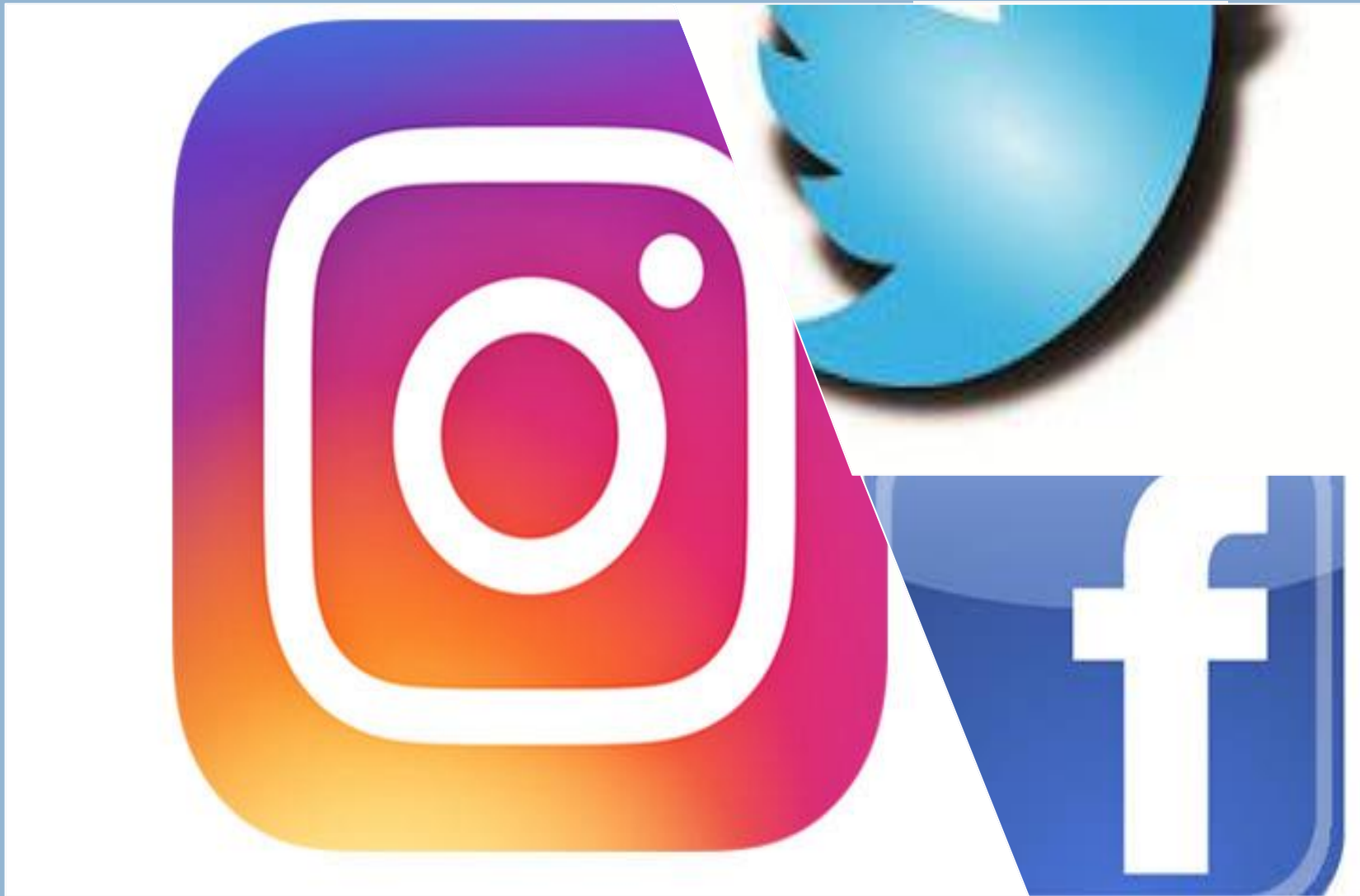
A photograph of a man and two children riding bicycles on a paved path in a park. The man, wearing a pink shirt and dark pants, is walking between the two children. The child on the left is wearing a light blue shirt and a red helmet, while the child on the right is wearing a white shirt and a blue helmet. The background is a lush green park with trees and a fence.

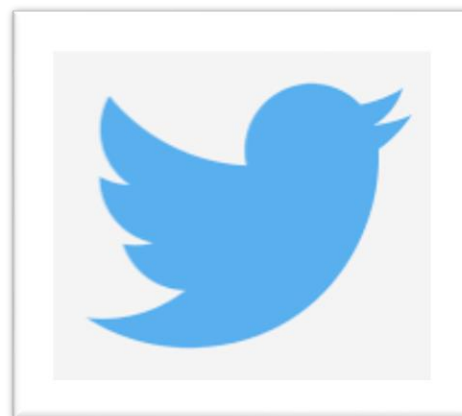
**DON'T
MAKE
SMOKES
YOUR
STORY**

**"I QUIT FOR MY FAMILY"
- TED**

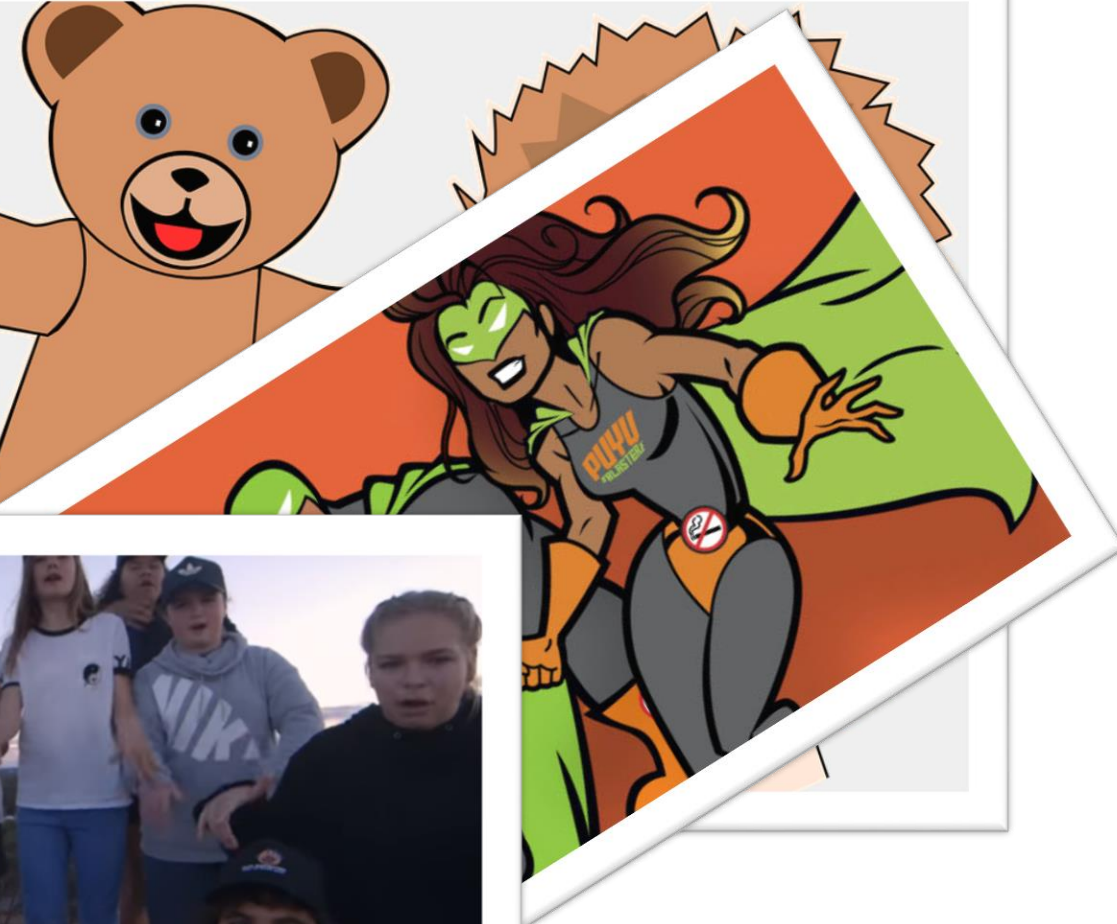
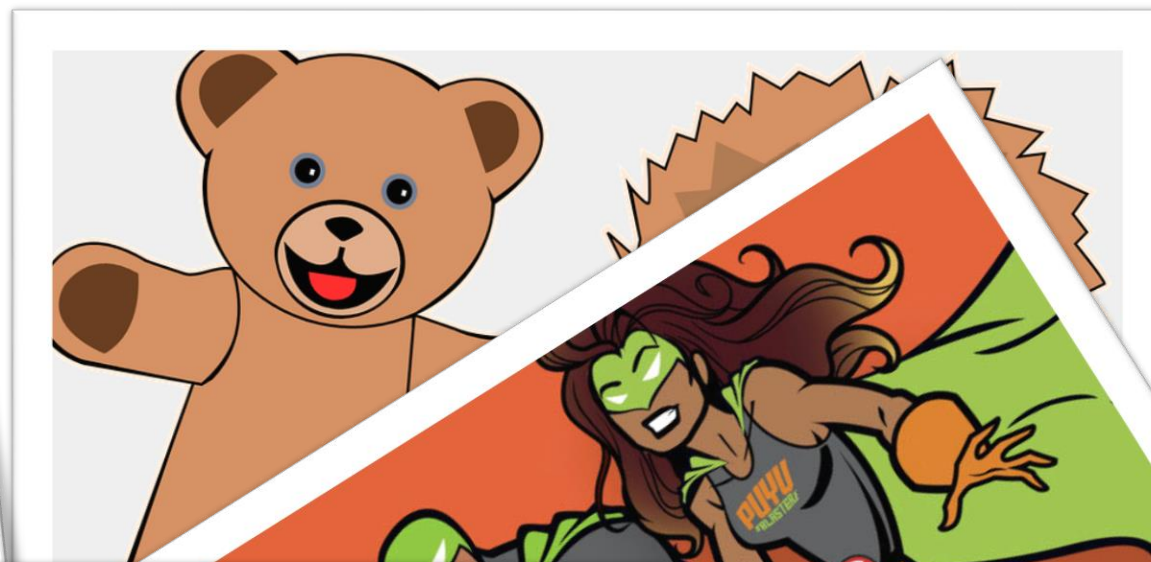
australia.gov.au/quitnow



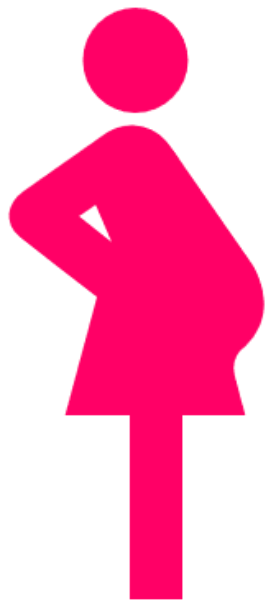












A model of working, which identifies how a
population health approach
can be implemented through action on the full range
of
health determinants
by means of
health promotion strategies



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



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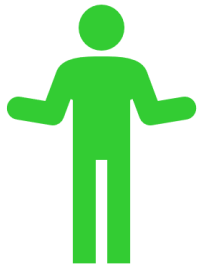
Why TIS takes a
Population Health
Approach:

- 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 v. large gains for the few;
- Repetition to increase small effect over time.



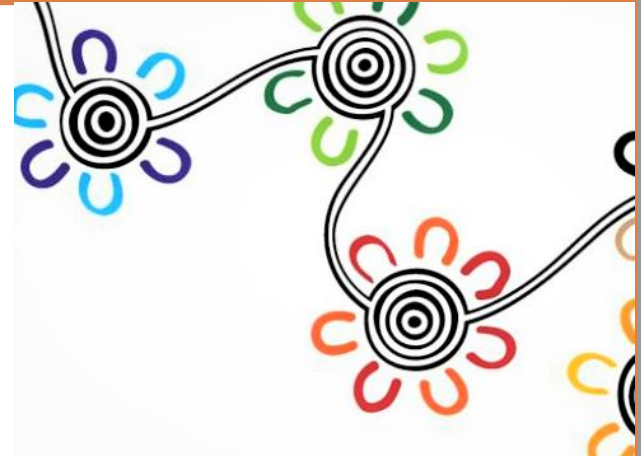
3 Minutes of Influence

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

