Making Population Health Promotion Happen for TIS
Keeping Population Health Promotion Happening for TIS
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
Community based action to improve and maintain population health and reduce inequalities in health
Optimal Health
The Illness-Wellness Continuum illustrates the spectrum from disease to wellness. The medical model focuses on deficits, while the social model emphasizes strengths.

- **Disease**: Pre-Mature Death
- **Poor Health**: Disability, Symptoms, Signs
- **At risk**: Neutral Point (No discernable illness or wellness)
- **Good Health**: Awareness, Education, Growth
- **Optimal Health**: High-Level Wellness

**Medical Model**
Focus on Deficit

**Social Model**
Focus on Strengths
Health Promotion and Prevention
Evidence based approach
Evidence based approach

- Change social Norms
- Develop supportive environments
- Build capacity for smoking cessation and treatment of tobacco dependence
Reach the population effectively and efficiently

3 Minutes of Influence

Clinical setting:
1 Brief Intervention

Population Health Promotion:
1 TV Ad