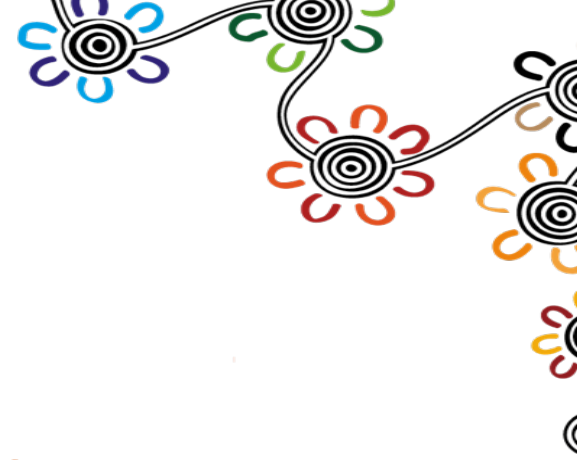




Making Population Health Promotion Happen for TIS



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:

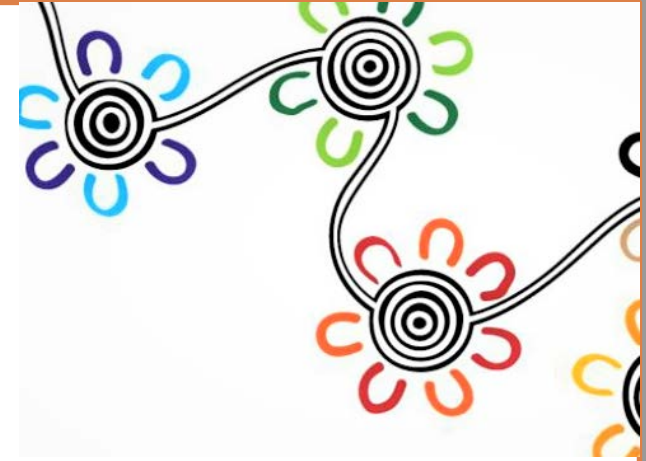
- Enable people to take control over their health/wellbeing;
- Health is a positive concept and includes social and personal resources;
- Requires community participation, **partnership working** and attention to the determinants of health



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Community based action to improve and maintain population health and reduce inequalities in health



Optimal
Health

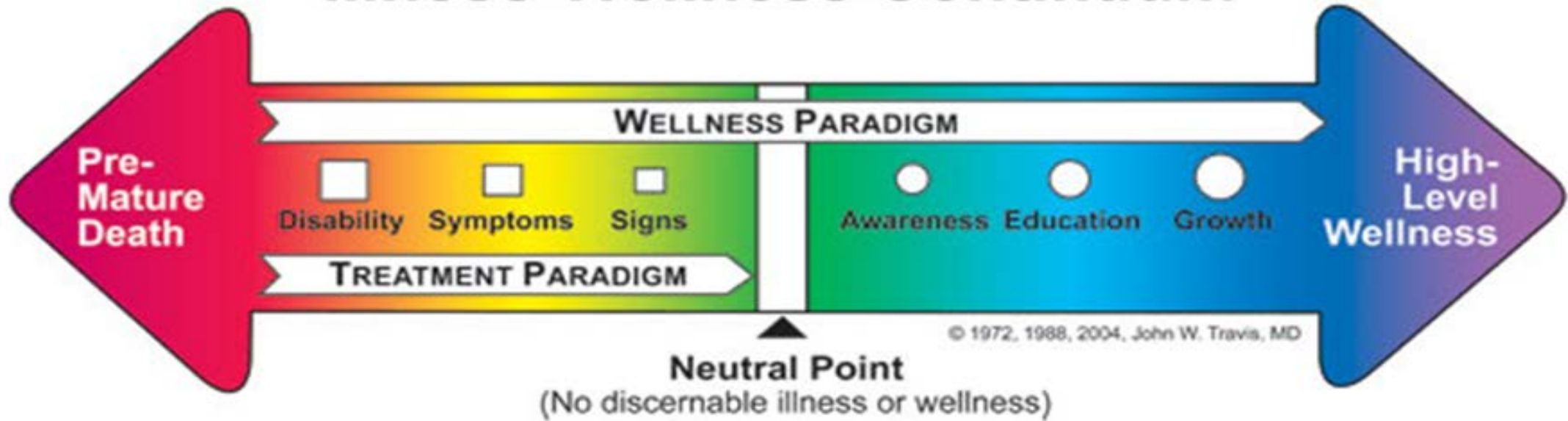


Disease

Optimal
Health



Illness-Wellness Continuum



Disease

Poor Health

At risk

Good Health

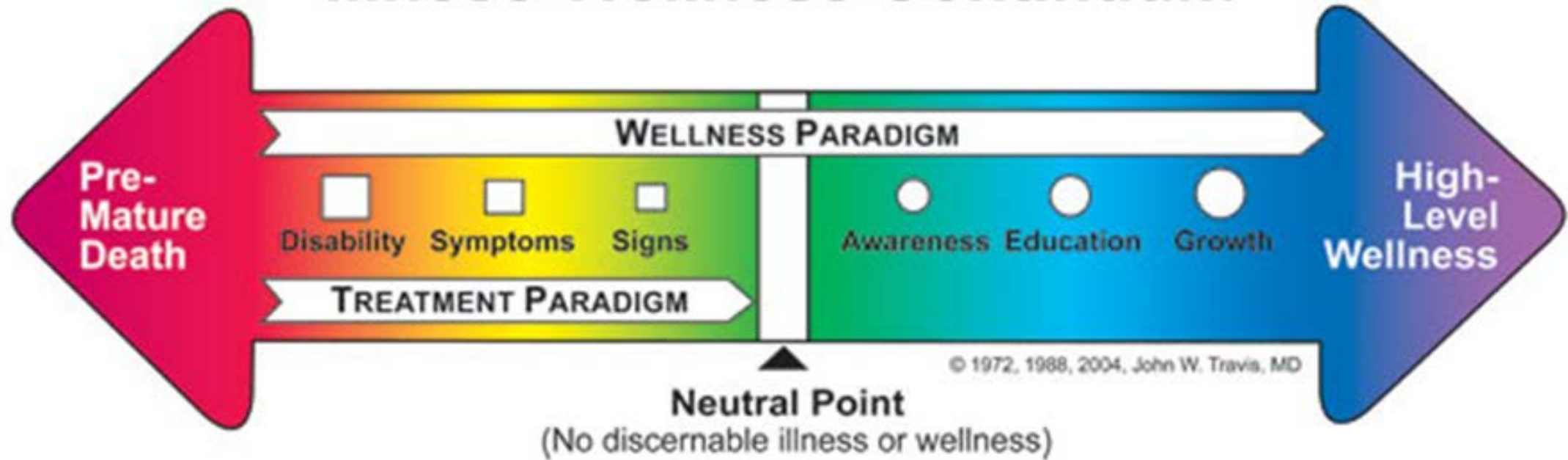
Optimal Health

Medical Model
Focus on Deficit

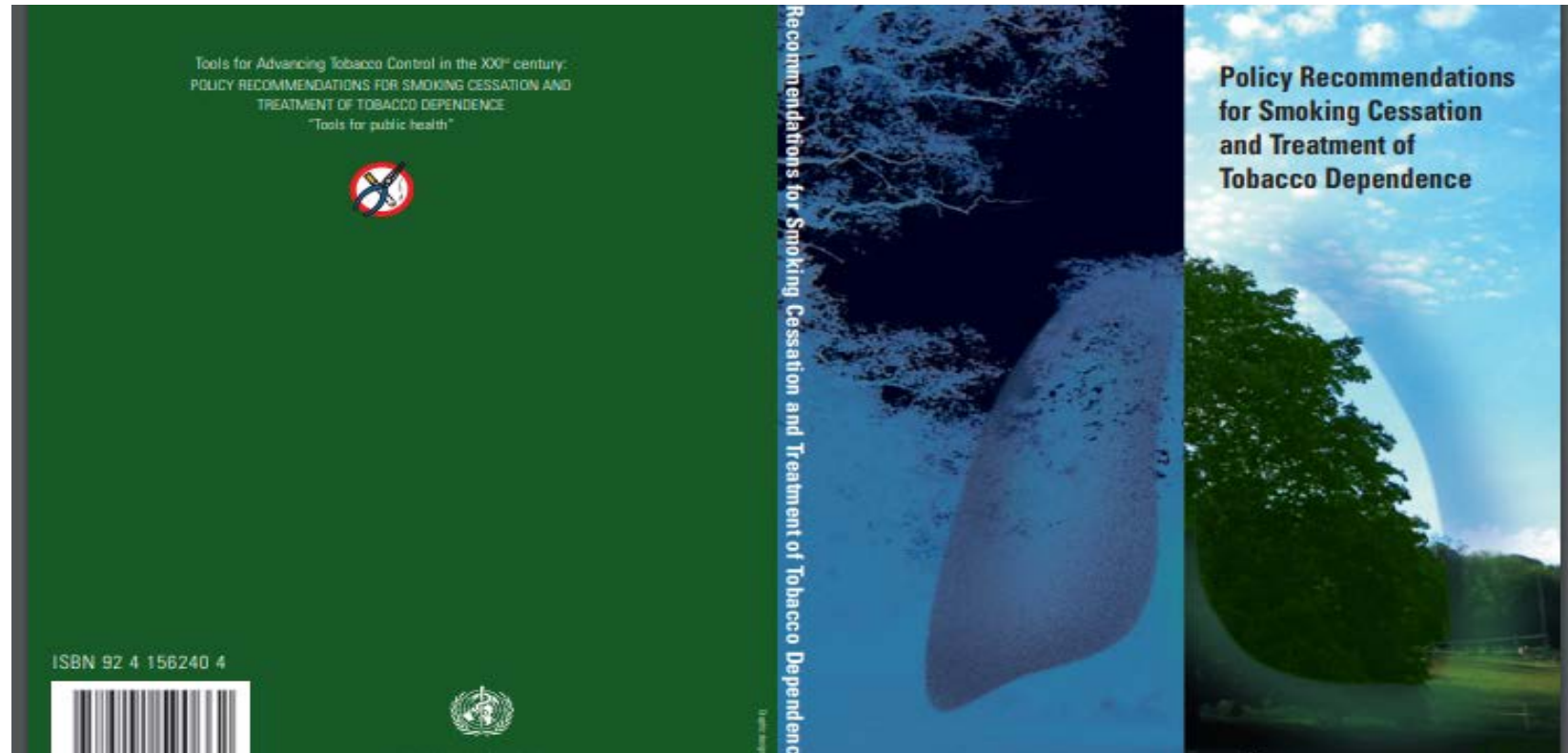
Social Model
Focus on Strengths



Illness-Wellness Continuum



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



