

## 5.1 Health promotion and health education

aim	الهدف
Educating	تثقيف
Health promotion	عملية تمكين الناس من زيادة السيطرة على صحتهم وتحسينها
population	تعداد السكان
Screening	عمل فحوصات للتحقق من وجود علامات المرض مثل: للدم , للجلد , للمخ , للبول
leaflets	منشورات
Lifestyle	أسلوب حياة
Preventative	الوقاية

health promotion looks like

- \* Posters in public places.
- \* Leaflets in doctor's offices.
- \* Information boards in hospitals.
- \* Advertisements in pharmacies.
- \* radio & TV advertising.

approaches to health education

- \* Individual approach.
- \* Group approach.
- \* Mass audience approach

Health promotion	Both	Health education
type of advertising	same aims: to improve people's health	An area of study

## 5.2 principles of health promotion

affordable	اسعار معقولة
Barriers	عوائق
Brochures	كتيبات
decisions	قرارات
Environment	بيئة
fair	عادل
Governance	الحكم
Harmony	وئام
leaflets	منشورات
Literacy	معرفة تتعلق بموضوع معين
major	رئيسي
Pillar	فكرة عن شيء
Public	عام
policy	سياسات
Reorient	اعادة توجيه
sustainable	مستدامة

## pillars of health promotion

	Good governance	healthy cities	health literacy
meaning	make healthy choices accessible and affordable to all & to create sustainable systems	creating greener cities that enable people to live in harmony and good health	increasing knowledge & social skills to help people to make the healthiest choices and decisions for their families and themselves
example	<ul style="list-style-type: none"> <li>- sugary drinks increased price by 50%.</li> <li>- creating a policy of no high- sugar snacks in school.</li> </ul>	<ul style="list-style-type: none"> <li>- 30 days of fitness &amp; wellness</li> <li>- marathon</li> </ul>	<ul style="list-style-type: none"> <li>- health science lessons</li> <li>- leaflets or brochures when visiting the doctor</li> <li>- cooking classes</li> </ul>

## Ottawa charter

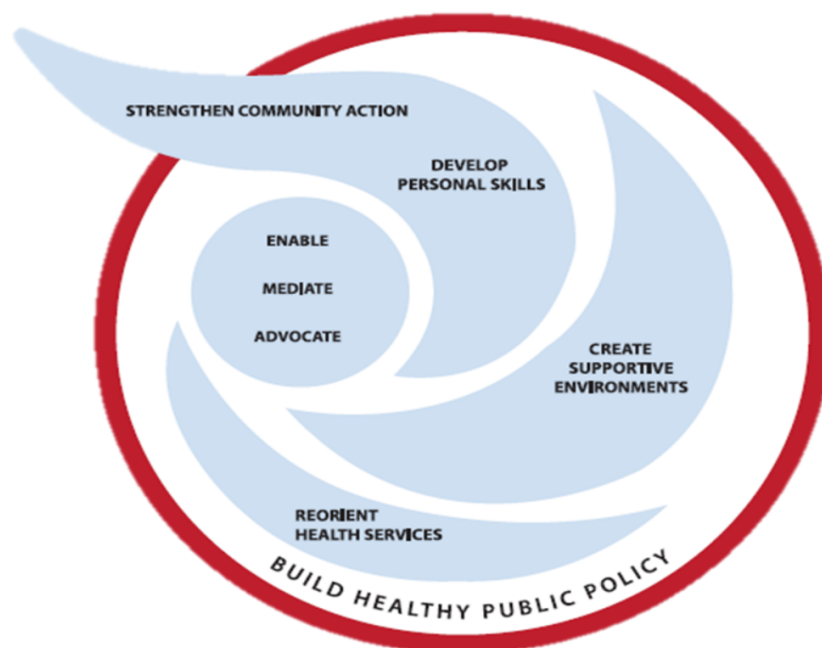
basic strategies for health promotion

Advocate المدافع	Enable التمكين	Mediate التوسط
<p>can help overcome major health barriers</p> <p>social &amp; environmental issues such as poor living &amp; working conditions &amp; personal health behaviors barriers.</p>	<p>Health promotion enables everyone to have fair access to resources and information that impact health.</p>	<p>should involve a range of sectors/organizations, health sector. includes governments, organizations, groups/schools, media, and others.</p>

## five action areas

- \* Develop personal skills
- \* Create supportive environments
- \* Strengthen community actions
- \* Reorient (change the focus of) health services \*such as screening services
- \* Build a healthy public policy

## Ottawa charter



### 5.3 Approaches to health promotion

approaches	نهج
Condition	الحالة
Medicine prescriptions	وصفات الطبية
physiotherapy	العلاج الطبيعي
Rehabilitation	اعادة تأهيل
socio	اجتماعي

**approaches to health promotion** : ways that health promotion strategies are carried out

- ~ behavioural change approach.
- ~ client-centred approach.
- ~ socio-environmental approach.
- ~ educational approach.
- ~ preventative medical approach.

**behavioural change approach** (التربوي) (تستهدف من اسلوب حياتهم قد يؤدي لخطر اصابة بمرض)

**For whose lifestyle or behaviour increases their risk of illness.** (Individuals or groups)

leaflets, posters, radio, TV adverts, etc.

**Client-centred approach**

(one-to-one basis with the individual and a health professional or a health educator)

**Find out what needs to be changed and plan how to do it.**

**Educational approach** تثقيف الناس بالحالات الصحية

(Aimed at groups of people)

**increase people's knowledge and understanding of health issues.**

### Socio-environmental approach

(Aimed at large groups of people)

- ~ Create a healthy environment
- ~ Changing rules or policies to more good habits
- ~ Working with communities to improve health services.

### Preventative medical approach

preventing diseases before they happen and treating existing conditions to avoid further diseases.

\* Primary prevention (الوقاية)

stop a disease or injury before it happens.

- ~ education about a healthy lifestyle
- ~ vaccinations

Secondary prevention (استكشاف الاعراض والكشف المبكر)

recognize a disease or injury that is already present in the early stages.

Tertiary prevention

manage diseases and injuries which already exist and prolong a good quality of life for people who have long-term health problems.

- ~ physiotherapy or rehabilitation programs.
- ~ medicine prescriptions.
- ~ support groups

## 5.4 Contemporary health problems

climate	المناخ (الجو)
Communicable	مُعدي
Contemporary	المعاصرة
eradication	القضاء على أو إبادة
Globally	عالميا
infections	التهابات
Kidney	كلى
Neonatal	حديثي الولادة
nutrition	التغذية
Poverty	الفقر
respiratory	تنفسي
اسماء الامراض المذكورة	
cancer	سرطان
Diabetes	مرض السكري
Diarrhoea	الاسهال
fever	حمى
Obesity	سمنة
poliomyelitis	شلل الاطفال
stroke	سكتة دماغية

Many health problems used to affect people in the past have now disappeared because of advances in education, research and medicine.

diarrhoea and cholera after drinking contaminated (dirty) water

past communicable diseases, such as poliomyelitis, yellow fever or bacterial infections

Contemporary health problems are important because they are linked to diseases, disabilities and deaths. & to help people live longer and have a better quality of life.

## contemporary health problems that affect people's health globally :

**Poverty** \* can lead to a shorter life expectancy, lower quality of life, higher infant mortality rate and death.

17th October International Eradication of Poverty Day

**Climate change** \* increase of pollution and changes in temperatures and weather causing many health problems for people, such as respiratory diseases, non-communicable diseases and even death.

**Non-communicable diseases** \* lower respiratory infections, neonatal conditions, cancer, Alzheimer's disease & diarrhoea diseases & kidney diseases & heart disease & diabetes 2

**Nutrition and physical activity** \* Unhealthy lifestyle habits leading to obesity, diabetes 2 and heart diseases

poor nutrition and lack of physical activity a major contemporary health problem.

**Mental health** \* long-term negative impact on people's overall health and quality of life.

## contemporary health problems in UAE

**Non-communicable diseases** \* heart diseases, stroke, kidney disease, cancer and diabetes

**Road accidents and injuries.** \* Health education and promotion interventions are targeting people from 25 to 34 years

**Mental health and well-being** \* offices for happiness and wellbeing do surveys and reports to measure happiness in all community parts and to service costumers

## 5.5 Health promotion in the UAE

breast	الثدي
Campaigns	حملات
Cardiovascular	القلب والأوعية الدموية
encourage	دعم
Inactivity	قلة النشاط
malnutrition	سوء تغذية
Reduce	تقليل
Residents	مقيمين

In 2017 UAE created Ma'kom programmes which use all three pillars of health promotion.

aim: increase the number of UAE residents who choose healthy behaviours and reduce unhealthy behaviours.

The Ministry of Health and Prevention (**MoHAP**)

health promotion programs:

- ~ Ma'kom for a healthier life
- ~ Ma'kom for ideal weight
- ~ Ma'kom for an active lifestyle
- ~ Ma'kom for a balanced diet

Ma'kom campaigns

Cutting down on sugar

aimed to show the health risks from eating too many sugary foods & drinks.

Health Heroes mobile application

aim is to reduce childhood obesity in the UAE.

include (health information, games encouraged to exercise regularly, healthier food choices, good hygiene)



## Breast cancer awareness

October is breast cancer awareness month.

many activities to raise awareness of breast cancer & the importance of screening for all women

# In October, many hospitals and cancer charities offered women free or discounted screenings in hospitals, malls and public places

## COVID-19

stay-at home messages, PCR testing, wearing PPE such as masks, social distancing, hand hygiene and vaccination campaigns.

## Keep on Beating

The campaign has two goals:

~ To raise awareness of cardiovascular disease & risk factors.

~ To help people recognise when they might be at risk of suffering from unrecognised, untreated cardiovascular disease.

## Hospital campaigns

Cleveland Clinic AD launched a health promotion campaign called Mention It.

aim encourage more men to address their health issues, with their doctor.

# CC AD also offered five days of free heart check-ups in a mall in Abu Dhabi to promote good heart health.

# RAK hospital provided free screening for people with diabetes to help them control their illness.

## 5.6 Planning a health promotion campaign

address	معالجة
Population	سكان
Questionnaires	استبيانات

### What do you need in order to plan a health promotion campaign?

To plan a health promotion campaign, you need to do a lot of research by collecting information from different people and places.

to plan a health promotion campaign are:

~ a needs assessment.

~ target setting.

planning a campaign: first, work out the health needs of the population and decide who the target audience of the campaign should be.

needs assessment Information can be collected through interviews or questionnaires for improvement.

### Needs assessment questions

questions you might ask:

~ What do you think the main health issue is right now?

~ What groups of people are affected most by this issue?

~ How common is this issue & dangerous?

~ How important is it to address this issue?

~ Do you think that this issue can be fixed?

Some of the basic details that should be in target setting are:

- ~ The overall aim of the campaign & who is aimed ?
- ~ What changes in health behaviour do you want to see?
- ~ How long will the campaign last?

then start to fully plan for the campaign. You may start to make materials such as videos, posters, websites, etc.

What should be included in the plan for a health promotion campaign?

- ~ aims & Activities of the campaign
- ~ Who is responsible for each part of the campaign?
- ~ How much money is needed?
- ~ schedule for each activity
- ~ back-up plan
- ~ training or skills that need to be learned
- ~ All the resources and equipment that are needed
- ~ How will the campaign be monitored?
- ~ How will the results be measured?

Finally, make sure all your materials are ready.

## 5.7 Public health and medicine

disease incidence	(معدل حدوث المرض) (الحالات الجديدة لمجموعة سكانية وزمن معين)
Disease prevalence	(انتشار المرض) (عدد المصابين بمرض في زمن معين)
Diagnosis	تشخيص
prescribe	وصف
Symptoms	أعراض
treatment	علاج
Vaccination	تطعيم

### Medicine

If you have an illness, a doctor will assess your symptoms, make a diagnosis, and prescribe medications to help you feel better.

### Public health

Public health deals with preventing disease and promoting health at a community or population level. Public health professionals try to prevent us from getting sick by vaccinations or educating people about the risks of an unhealthy lifestyle.

### The relationship between public health and medicine

**The target audience** (biggest difference)

Public health at a population level

medicine for each individual patient.

Public health professionals identify community or population health problems using scientific research.

### **Overall health** (both)

both public health and medicine have the same goal. This is to improve the overall health of people through health promotion, health education, and medical treatment.

### **Evidence-based information** (both) معلومات مسندة بأدلة

Both public health and medicine need to make informed decisions by using research and previous experiences to treat and prevent diseases.

## Two important indicators to measure population health

**Disease prevalence** is the number of individuals within a population who have a particular disease at a given time.

**Disease incidence** is the number of new cases of a particular disease within a population in a time period.

**Prevalence** tells us how widespread the disease is.

**Incident** tells us about the risk of contracting a particular disease.

## Prevention versus treatment

**Public health** focuses on disease prevention and health promotion.

**medicine** focuses on disease treatment and care.

Disease prevention strategies are a very important part of medical professionals' work. For example, help the patients quit smoking to help prevent lung cancer.

Health policies can reach a wide range of people. مثل سياسة لبس الكمامة وقت كورونا.

## 5.8 Healthcare professionals as health educators

procedure	إجراء
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### Who is responsible for health promotion?

healthcare professionals, schools, health services and governments have the responsibility to promote health. Each group should give information that helps to reduce disease and increase health.

### The role of healthcare professionals

Healthcare professionals encourage a healthy lifestyle.

People will make healthier choices.

People are less likely to become sick & less medical care needed.

If healthcare professionals don't teach their patients how to properly manage or prevent an illness, ; more likely to have health problems in the future.

### The role of nurses

teach the patient how to improve their health and if the patient asks for some help

teach patients how to take certain vital measurements

### benefits of healthcare professionals carrying out health promotion & health education for their patients:

- ~ It reduces the chance of developing diseases such as obesity, diabetes, and heart disease.
- ~ Patients who really understand their treatment will reduce the risk of making mistakes with their medicines.
- ~ If a patient can learn how to take their own measurements, they will be able to manage their disease better.
- ~ Patients who understand their procedure may recover faster.