

# Health Promotion Strategies An Overview

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# Prof. Bettina Borisch, Executive Director

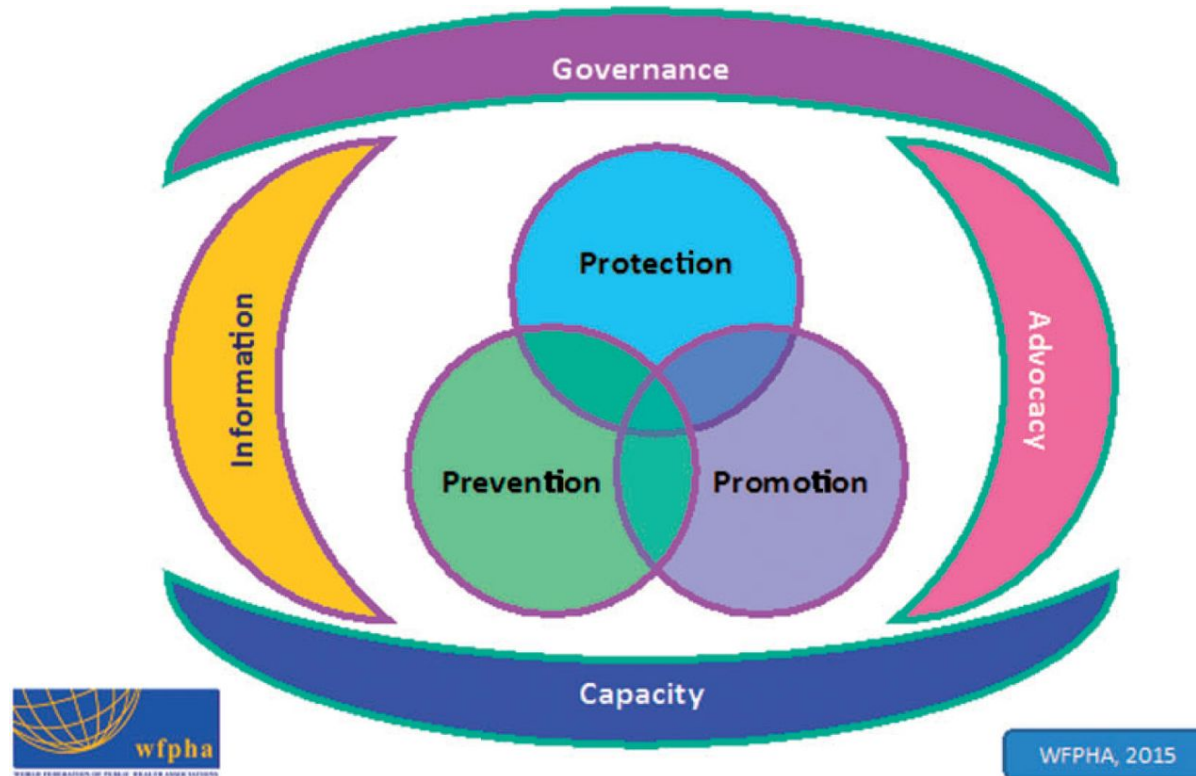


**UNIVERSITÉ  
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**FACULTÉ DE MÉDECINE**  
Institut de santé globale



# Global Charter for the Public's Health



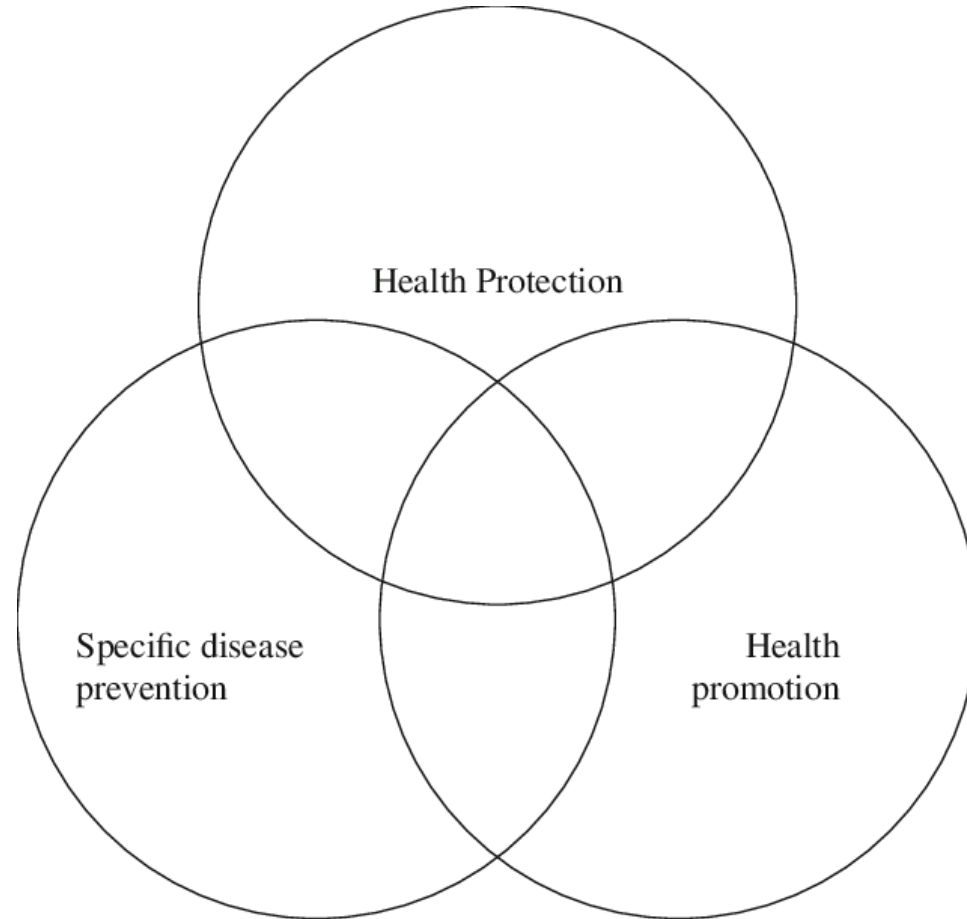
# Ottawa Charter for Health Promotion

- The Ottawa Charter is a **clear statement of action for health promotion**, widely used by the health promotion sector.
- The Ottawa Charter came out of the first International Conference on Health Promotion held in Ottawa, Canada, in November **1986**. The conference aimed for action to achieve 'Health for all' by the year 2000 and beyond.
- The Charter **gave health promotion a solid framework, and health promoters an identity.**

# Models of Health Promotion

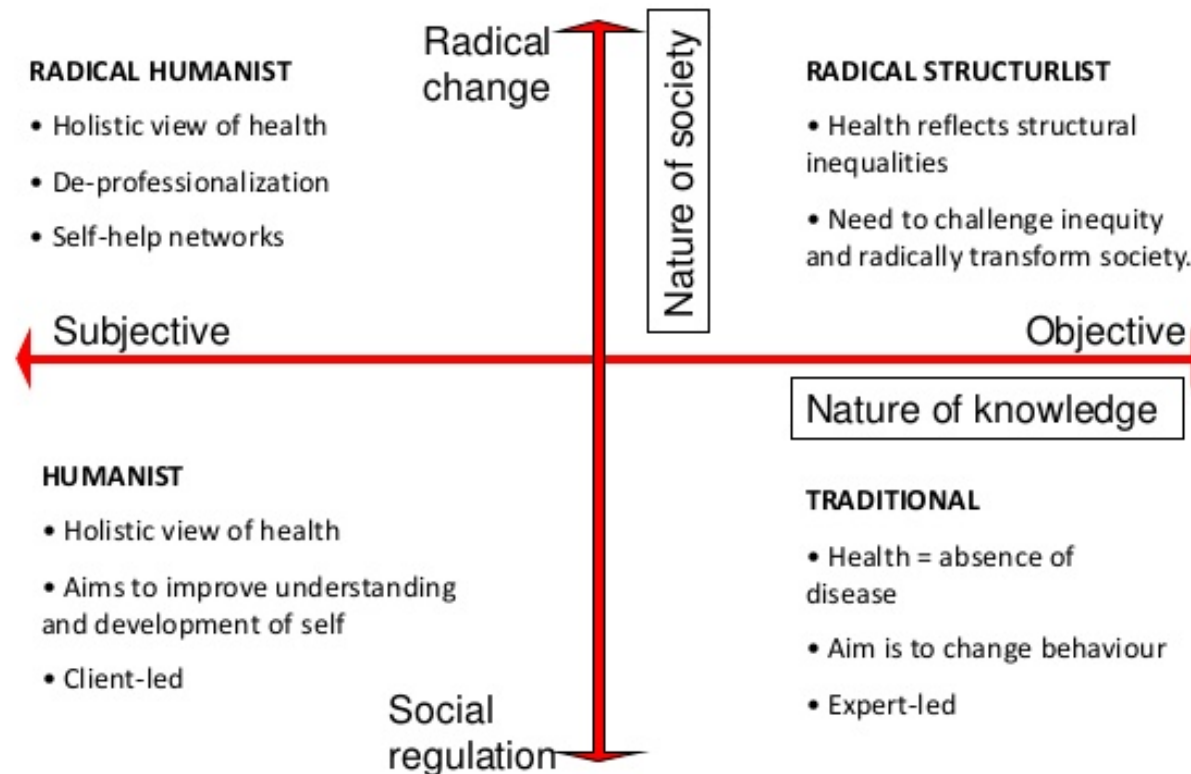
- Tannahill 1985
- Caplan and Holland 1990
- Beattie's 1991
- Tones and Tilford's 1994
- Naidoo and Wills 2000

# Tannahill 1985



# Caplan and Holland 1990

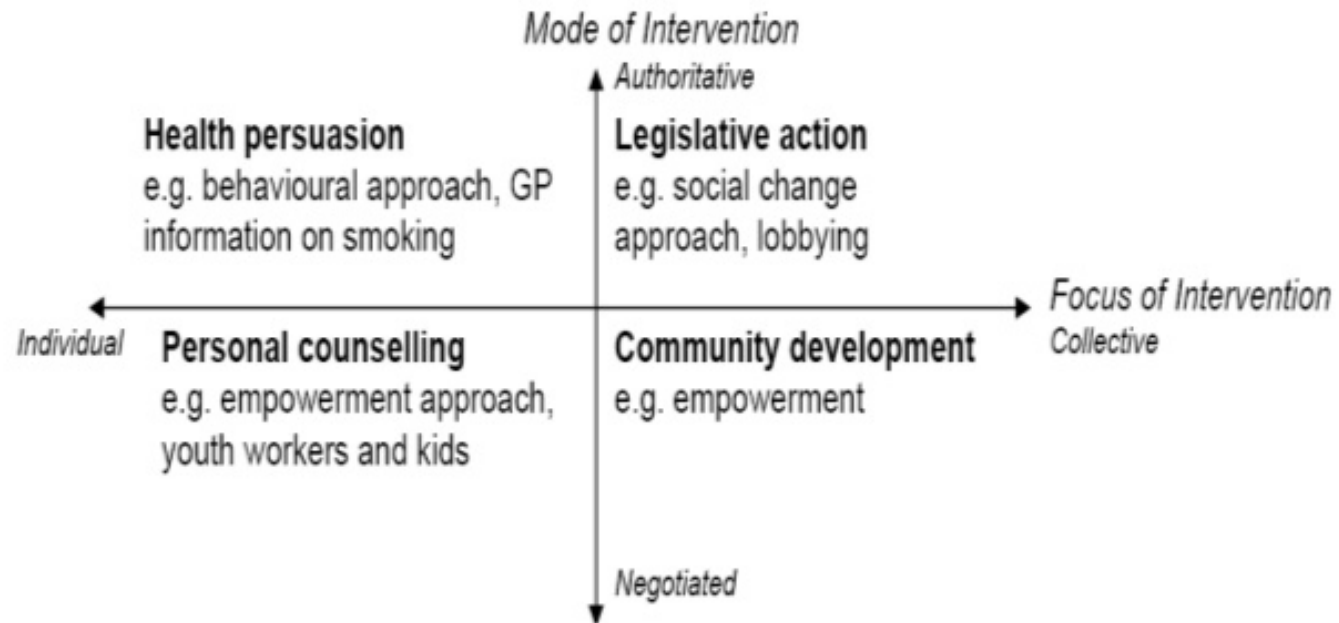
## MODEL OF HEALTH PROMOTION: FOUR PARADIGMS OF HEALTH PROMOTION (CAPLAN AND HOLLAND - 1990)



# Beattie 1991

## Beattie 1991

- two dimensions, four paradigms



# Tones and Tilford 1994

- Empowerment model
- Goal: enabling people gain control of their health
- HP = public health policy X health education
- Education is key to empowerment
- Empowerment is aim of HP
- Enhances individual autonomy

# Naidoo and Wills 2000

1. Medcial
2. Education
3. Behaviour
4. Empowerment
5. Social Change

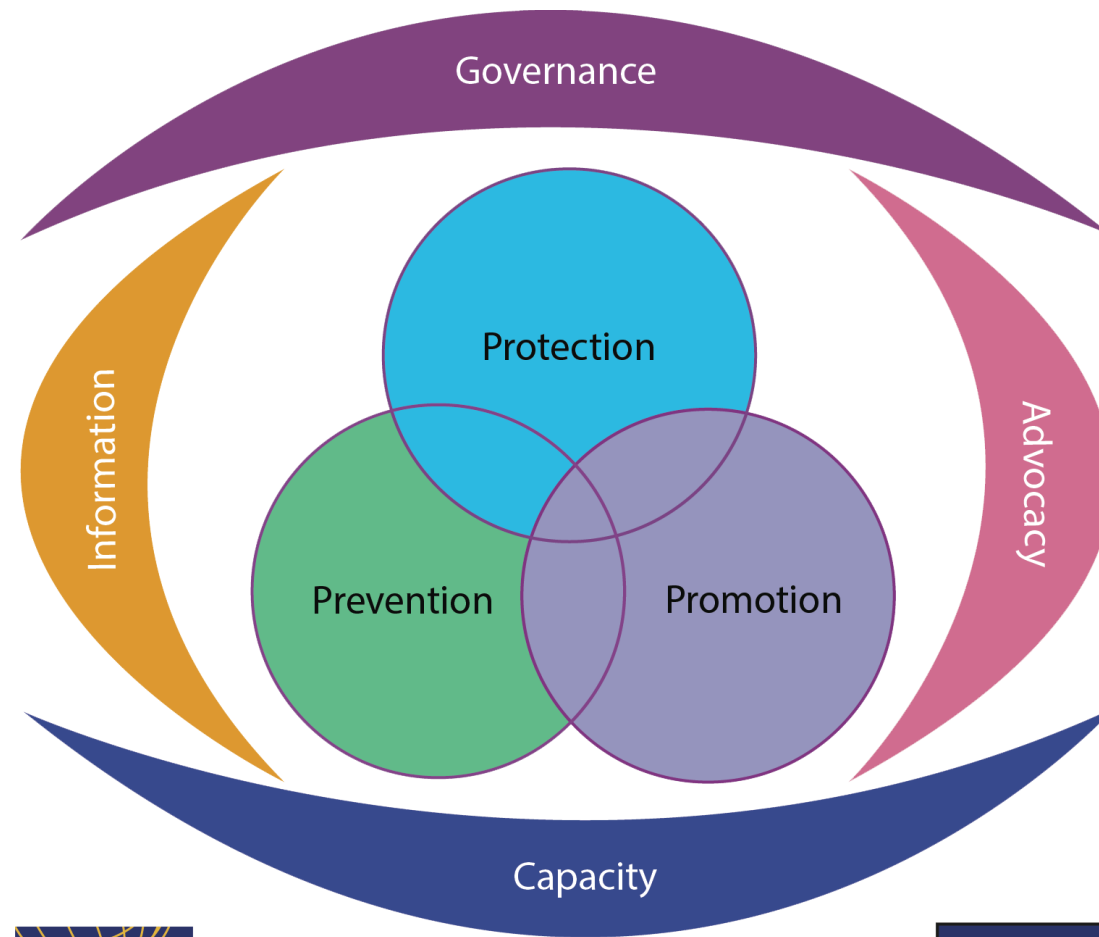
Remember the role Social Determinants of Health play in health and that of politics, power and responsibility!

The paradigm of **evidence-based public health** which grew from evidence-based medicine has brought with it both an awareness of the **need to apply rigorous evidence** more systematically to public health and an **awareness** that public health interventions are **usually more complex** than clinical interventions and less susceptible to randomized, controlled trials.

# Why a Global Charter for the Public's Health?

- New challenges for PH in a globalized world
- Context of the Sustainable development goals
- Classical determinants of health: poverty, food, water, inequity; but also environment, climate, economy
- How should the global PH community position themselves to influence all actors across the whole spectrum
- "Public's Health"

# A Global Charter for the Public's Health



# The Global Charter for the Public's Health

- Is based on the Alma Ata, Ottawa and Shanghai Declaration
- Reads in the context of the Sustainable Development Goals
- Is a tool for all PH actions and not devoted to a special topic

# 21<sup>st</sup> century health leadership



# Leadership in public health

- 21<sup>st</sup> century leadership involves
- Building coalitions with other people and organizations so that together they can achieve objectives that they could not achieve on their own;
- Forging such coalitions within and across the public and private sectors, civil society and NGOs (collaborative governance)
- Areas of action: inequality reduction?

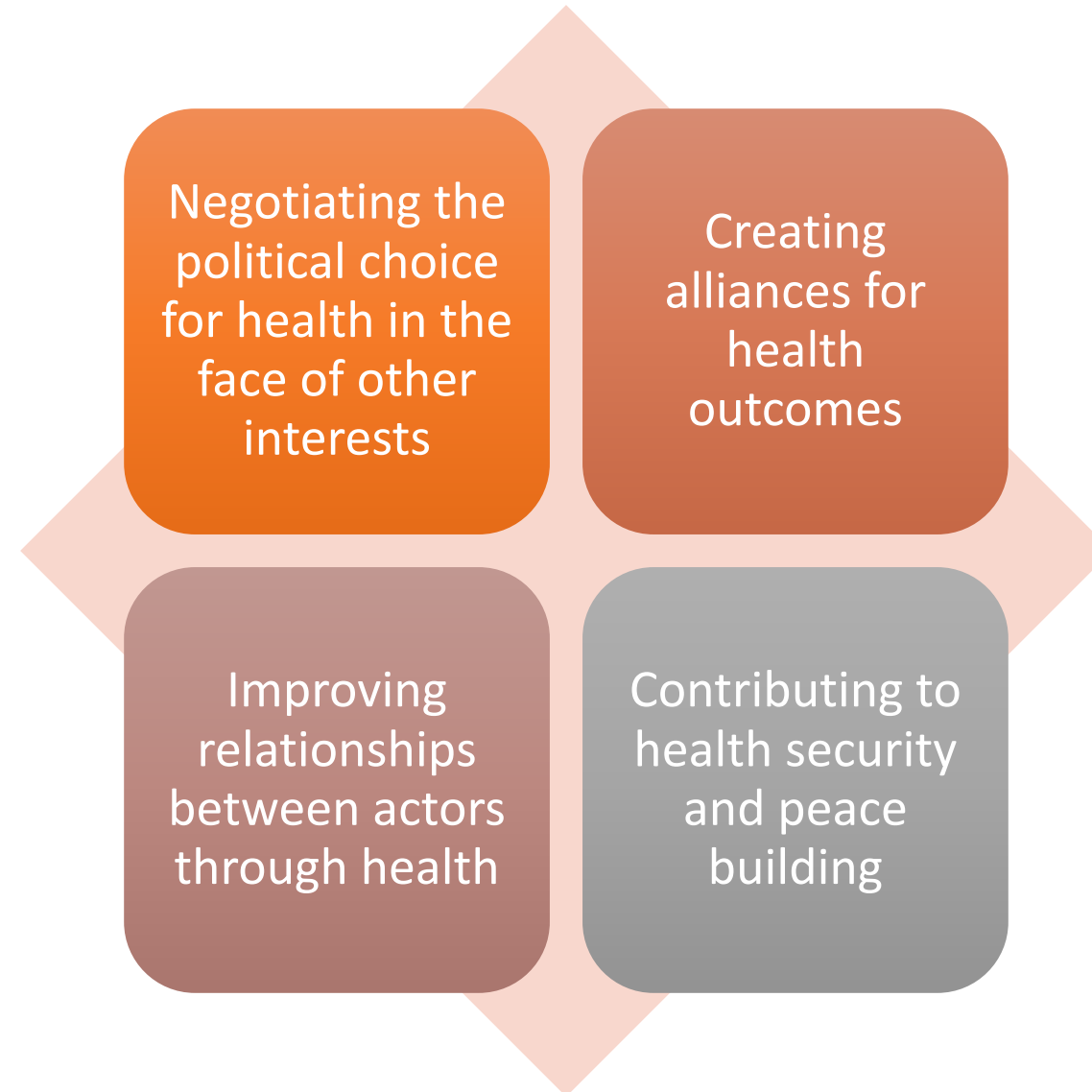
# Areas of action

1. More equitable and adequately resourced **public services and institutions** contribute to greater social inclusion and fairer distribution of resources and opportunities in society
2. Access to health services should be based on need rather than on the ability to pay
3. **Taxation** of unhealthy commodities, taxation system in general
4. Protection of minorities
5. Reducing inequality through social spending
6. PH to **advocate for , provide and support good governance**

# Institutions matter / governance

- Governance is a basic measure of the stability and performance of a society
- The way public functions are carried out, public resources are managed and public regulatory powers are exercised,...
- Needs new forms of leadership

# New Functions in Public Health



# Challenges for Public Health to address inequity: can we meet them?

- We have to! Inequity (exclusion) will destroy our societies - instability
- The best predictor of a state's stability, peacefulness **and health** is how its women and other “minorities” are treated.  
(WomenStatsDatabase, V M Hudson).
- Populist movements gain support by proposing a sham version of solidarity: solidarity with only some people – not all.
- Do not let political movements split people, those and the “others”!

# Public Health Workforce - Value of Female Leadership

Women make up 75% of the global paid health workforce



Photo by Omar Saadat 2018  
Image for fair use only

GENDER EQUITY HUB: REPORT LAUNCH  
63RD COMMISSION ON THE STATUS OF WOMEN SIDE EVENT

*DELIVERED BY WOMEN,  
LED BY MEN*

A GENDER AND EQUITY ANALYSIS OF THE GLOBAL HEALTH WORKFORCE

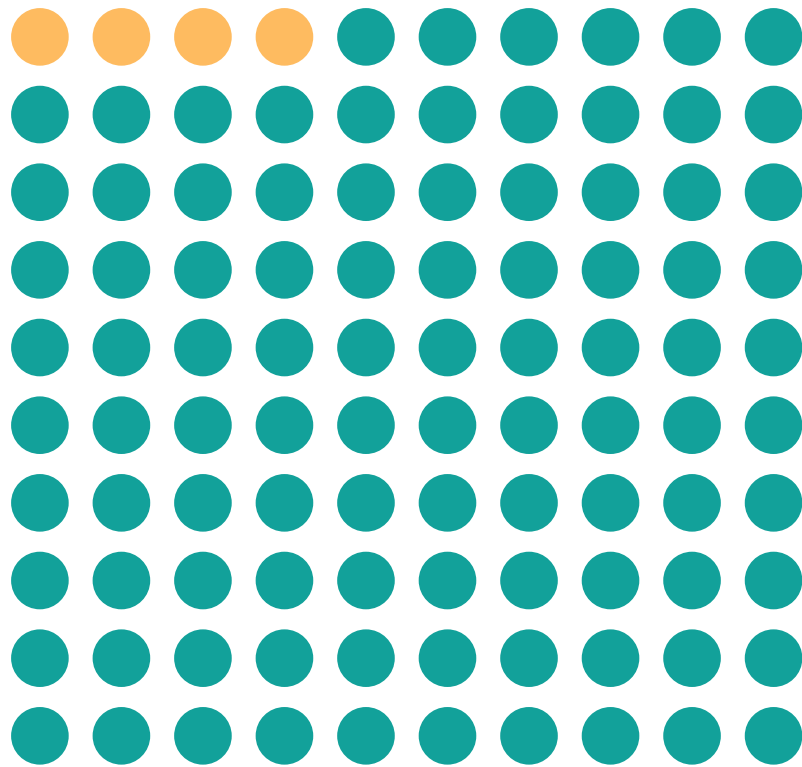
MARCH 20, 2019

10.00 - 11.15AM  
CONFERENCE ROOM 11  
UNITED NATIONS HQ  
NEW YORK



# Diversity gaps in healthcare

Women comprise

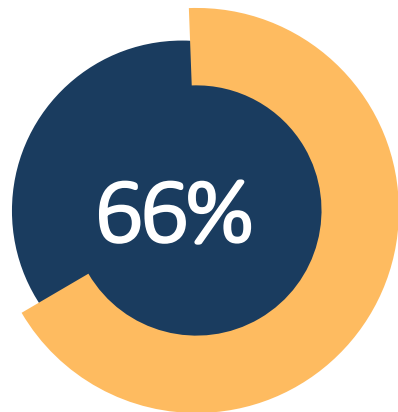


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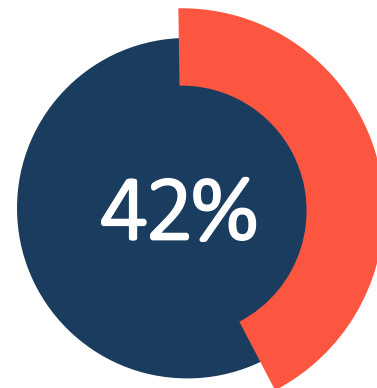
of healthcare company  
CEOs

# Impact of diversity in the Fortune 500

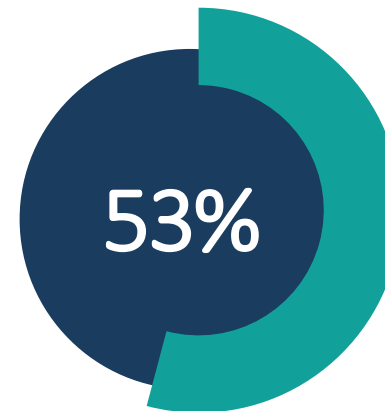
Fortune 500 companies with at least 3 women directors have experienced an:



Increase in return on invested capital



Increase in return on sales



Increase in return on equity

# Where's diversity?

The top 10 leadership competencies, ranked by 195 global leaders

Percentage of respondents



We would improve leadership  
and increase female leadership  
at the same time!

**Thank you – Grazie – merci !**