



**World Health
Organization**

West Bank and Gaza

WHO Health Promotion Strategy

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Content

- Ottawa Conference, definition and strategic actions

Health promotion, Ottawa Charter, 1986

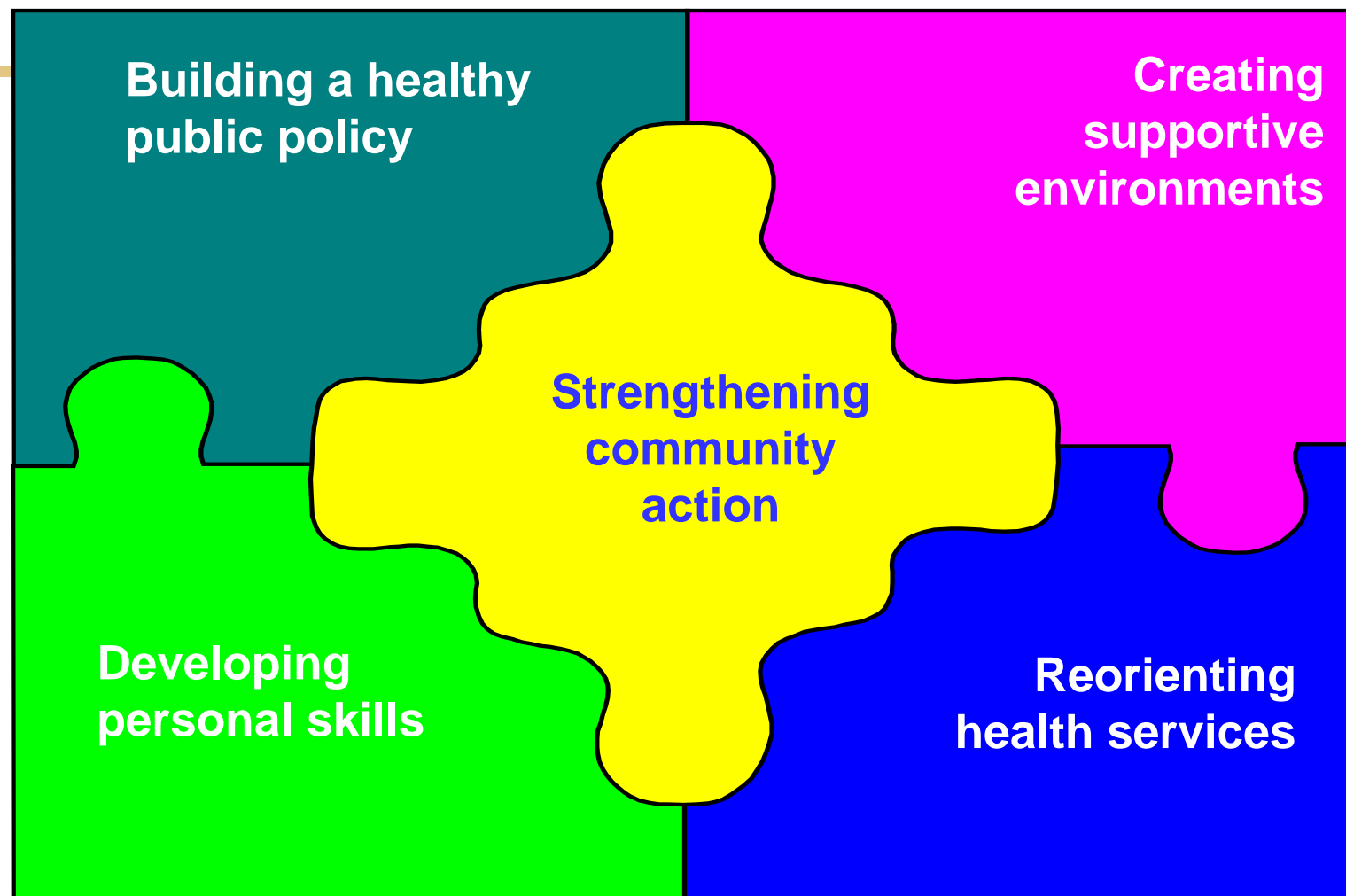
- Health promotion defined as “the process of enabling people to increase control over the determinants of health and to improve their health.”
- Ottawa focused on five key strategic actions: build healthy public policy; create supportive environments; strengthen community action; develop personal skills; and reorient health services.



Strategic actions for health promotion

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(Ottawa Charter, 1986)



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Setting approach to health promotion

(Ottawa, 1968)

- The settings approach, highlights the fact that the places where people live, work, and play affect their health, in addition to their own knowledge and attitudes.
- Interventions are aimed at changing the aspects of such settings that are detrimental to health, thus creating supportive environments for health enhancing behaviors.



A strategy for health promotion in the Eastern Mediterranean Region

2006–2013



EMRO health promotion strategy

- The regional strategy on health promotion is **grounded in a holistic view of health**, which includes “physical, mental, social and spiritual well-being, and not merely the absence of disease or infirmity”.
- Ottawa Charter and regional resolutions, including the Amman Declaration on Health Promotion through Islamic Lifestyles



EMRO strategy

- Provide support to the countries of the Region in developing sound and explicit national policies and strategies for health promotion.
- Many approaches have been implemented, such as community-based initiatives, health-promoting schools, the Stepwise surveillance system for non-communicable disease risk factors, the Tobacco-Free Initiative, flour fortification, salt iodization and food safety for better health.



Challenges to health in the region

- Rapid social and demographic changes: population increase, aging, epidemiological transition- increase of NCD and presence of CD.
- Economic drawbacks: poverty, spending on health, education .
- Environmental sustainability: lack of water, urbanization.
- Disasters and complex emergencies: man made and natural disasters.



Most important challenges for health promotion in the Region

1. scarcity of data through which to identify priority problems and evaluate health promotion interventions;
2. low priority placed on prevention and promotion from decision makers and other stakeholders;
3. rapid social changes representing a threat to regional cultural characteristics traditionally thought to be protective against ill health or risky health behavior;
4. insufficient legislation or non-enforcement of existing laws in favor of health promotion;
5. inadequate resources (both human and financial) for activities;
6. limited intersectoral cooperation and coordination;
7. inadequate involvement of the private sector in health promotion.

Vision of the regional strategy on health promotion

- The vision is to instill health in the minds, hearts and daily actions of individuals, families, communities and governments by emphasizing primary prevention, and creating context-appropriate social and physical settings conducive to health.

Goal of the regional strategy

- Goal is to assist countries of the Region to create and maintain enabling environments and conditions leading to improved health status and quality of life of the people in the Region, while focusing on the unique strengths and opportunities of the Region, as well as specific challenges.

Guiding principles

- Health is a fundamental human right.
- Health is everybody's business.
- Health is a key component of development and investment.
- Health is a basic tenet of faith, advocated by all religions.
- People have a responsibility to choose better health options, but society has a responsibility to help them do so.
- Health promotion initiatives should be introduced incrementally to produce the desired health gains.
- Surveillance, monitoring and evaluation are essential components of national strategies and actions.

1. Generate an information base for action including research

- **Develop a national surveillance** system which captures behavioural risk factors and other risk determinants of health to guide the evidence based process of policymaking, advocacy, and the evaluation of programmes.
- **Allocate resources for formative research** in programme development and process evaluation.
- **Develop key performance outcome indicators** to ensure that actions are performed and sustained which are sensitive and relevant to health , health determinants, equitable access to quality health services, gender equity, and the short-term impact of particular health promotion strategies and processes of change.

2. Develop national capacity for health promotion including that of key partners and institutions

- Establish health promotion professional development and leadership programmes to develop the capacities of programme managers for planning, implementation, monitoring and evaluation of health promotion initiatives.
- Strengthen existing structures that can host health promotion programmes by giving high priority for human resource capacity-building.
- Develop skills and empower communities vis-à-vis relevant health issues.

3. Sensitize political leaders and legislators to the importance of health promotion and putting health promotion high on the public agenda

- Develop advocacy processes for generating political commitment and institutional support, and enlist/ recruit academia, civil society, and pressure groups.
- Develop strategies and plans for massive awareness raising and mobilization of people for health promotion.

Strategic elements:

4. Develop a comprehensive multi-sectoral response

- Enhance intersectoral partnerships to create enabling environments.
- Integrate health promotion as an essential and integral element of all health and developmental programmes in the country.

Strategic element:

5. Develop and update legislation and regulations

- Review and update **relevant public policies and legislations** that have an impact on opportunities for promoting health and well-being of the population.
- **Ensure compliance with basic human rights** and meeting criteria like cultural acceptability, gender sensitivity, full respect for religious and ethical values, etc.

Strategic element:

6. Put community at the centre of health promotion

- Enhance community participation at all levels of policy and strategy development and implementation.
- Empower individuals and communities through identifying their interests.
- Engage people as active producers, not consumers.

7. Develop an integrated mechanism for health promotion at various levels including resource mobilization WHO-oPt

- Develop, implement, and evaluate primary prevention programmes intended to effect change in priority determinants and health conditions and in various settings.
- Develop a specific package of services encompassing health promotion needs.
- Ensure that health promotion policies and strategies are multi-sectoral and extend beyond the health sector.

To conclude

- Health is determined by a complex interplay between individuals and biological, social and environmental factors.
- Health promotion is cost-effective. Effective health promotion initiatives can address the social and environmental determinants of health, empowering the community .
- Health promotion is multisectoral: little can be done to change unhealthy living conditions and improve lifestyles without the support of other people, organizations and policy sectors.
- **There is a need for health sector reforms responsive to health promotion: mainstream/** health sector policies and practices which support health promotion.