

THINK OF ALL INFLUENCES ON THE CLIENT

What outside of the health setting will assist the client to improve their health?

- ✓ Housing
- ✓ Social interaction
- ✓ Physical activity
- ✓ Access to healthy and affordable food.
- ✓ Access to economic resources

Look at the whole person not just their illness

Get to know your client. What do they do in their spare time? How is life going for them at the moment? What sorts of food are they eating? Do they experience financial difficulty? Did they have trouble getting to their appointment today?

These simple questions can paint a broader picture of your client's life and the influences on their health. Consider how you might provide assistance by addressing the determinants of health through a mix of interventions.

Wimmera Health Promotion Network

The Wimmera Primary Care Partnership convenes a regional Health Promotion Network meeting. We meet at 12.30pm on the 2nd Thursday of each month at 25 David Street, Horsham, to share health promotion practice, training and to facilitate opportunities for partnership in health promotion. Videoconferencing is available.

Call Donna Bridge 5362 1221 or Geoff Witmitz 5362 1225

www.wimmerapcp.org.au



Thanks to:



for sharing their work.

HOW TO MAKE HEALTH PROMOTION PART OF YOUR WORK.

An easy guide for health professionals and community development workers: nurses, allied health, aged care, pharmacists, doctors, local councils.



"Health is a complete state of physical, mental and social wellbeing, not merely the absence of disease or infirmity" Ottawa Charter, WHO (1986)



MAKE HEALTH PROMOTION PART OF YOUR WORK

When working with individual clients often the focus on the promotion of health and wellbeing take second place to the immediate, acute needs of the person. This information brochure provides a brief outline on how you can increase your focus on prevention.

What is Health Promotion?

Health Promotion is enabling people to increase control over the determinants of their health. These determinants are the target of health promotion action.

The Social Determinants of Health

Evidence suggests that factors which influence a person's health can include amongst other things **income, availability of transport, being employed, education, childhood experiences, having friends and feeling like part of the community, access to food, gender and personal health practices.**

These factors are known as the social determinants of health and are used to determine successful public health programs and policies to tackle ill health in our community.

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A Mix of Health Promotion Interventions

Effective approaches to achieving long term outcomes will involve a mix of interventions at multiple levels from individual through to population.

Within your workplace this may involve clients, nursing, community development workers, allied health and upper management staff, policy and environment changes.

- ✓ Screening and individual risk factor assessment.
- ✓ Social marketing and health information.
- ✓ Health education and skill development.
- ✓ Settings and supporting environments.
- ✓ Community action for social and environmental change.

Three Strategies for Health Promotion

Advocacy

Advocate for health to create the essential conditions for health.

Enabling

Enabling all people to achieve their full health potential.

Mediating

Mediating between the different interests in society in the pursuit of health.

Health Promotion is Not Only About Individual Change

Many people working in health service organisations are working with individuals to prevent disease and promote health.

Health promotion is most effective when focused on whole populations rather than the individual. Changes to environments, policies and community strengthening all promote the health of whole populations as well as individuals.