

Health Promotion Strategies: Taking a best practices approach

Week 6 *Health Promoting Schools & Taking a Settings Approach to Health Promotion*

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Taking a Settings Approach in HP Practice & Health Promoting Schools

World Health Organization
(http://www.who.int/healthy_settings/en/)

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Settings approach (WHO) (http://www.who.int/healthy_settings/en/)

- "The settings-based approaches to health promotion, involve a holistic and multi-disciplinary method which integrates action across risk factors. The goal is to maximize disease prevention via a "whole system" approach."

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"Setting" definition (WHO) (http://www.who.int/healthy_settings/about/en/index.html)

- "A setting is where people actively use and shape the environment; thus it is also where people create or solve problems relating to health.
- Settings can normally be identified as having physical boundaries, a range of people with defined roles, and an organizational structure.
- Examples of settings include schools, work sites, hospitals, villages and cities"

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HP Settings: Actions (WHO) (http://www.who.int/healthy_settings/about/en/index.html)

- "Action to promote health through different settings can take many forms.
- Actions often involve some level of organizational development, including changes to the physical environment or to the organizational structure, administration and management.
- Settings can also be used to promote health as they are vehicles to reach individuals, to gain access to services, and to synergistically bring together the interactions throughout the wider community."

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Settings for HP: An analytic framework to guide intervention design & implementation (Poland et al., 2009)

1. Understanding settings
 1. Diversity across & within settings
 2. Received knowledge
 3. Localized determinants of health
 4. Stakeholders & interests
 5. Power, influence & social change
2. Changing settings
 1. Context
 2. Capacity
 3. Focus
 4. Engagement
 5. Strategy
 6. Evaluation
3. Knowledge development & knowledge translation

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Schools as a Health Promoting Setting

- Comprehensive School Health
- Whole School Approach

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Definition (WHO)

“A health promoting school is one that constantly strengthens its capacity as a healthy setting for living, learning and working”

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Health promoting schools focus on (WHO)

- Caring for oneself and others
- Making healthy decisions & taking control over life's circumstances
- Creating conditions conducive to health (through policies, services, physical / social conditions)
- Building capacities for peace, shelter, education, food, income, a stable ecosystem, equity, social justice, sustainable development.
- Preventing leading causes of death, disease and disability: helminths, tobacco use, HIV/AIDS/STDs, sedentary lifestyle, drugs and alcohol, violence and injuries, unhealthy nutrition.
- Influencing health-related behaviours: knowledge, beliefs, skills, attitudes, values, support.

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Definition from CASH and CNA

“A comprehensive school health approach includes a broad spectrum of activities and services that take place in schools and surrounding communities and enable children and youth to enhance their health, develop to their fullest potential, and establish productive and satisfying relationships in their present and future lives.”

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Components of a CSH Program

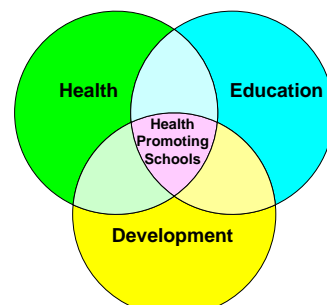
1. Instruction
2. Social support
3. Health promoting environments
4. Support services

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Schools for health, education & development (WHO, Tang et al., 2008)



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Schools for health, education & development: Challenges (Tang, et al., 2008)

1. Building evidence & experience
2. Strengthen implementation processes
3. Alleviate social & economic disadvantage
4. Harness positive media influence
5. Improving partnerships among sectors & organizations

(WHO , Pan Canadian Joint Consortium for School Health, et al..)