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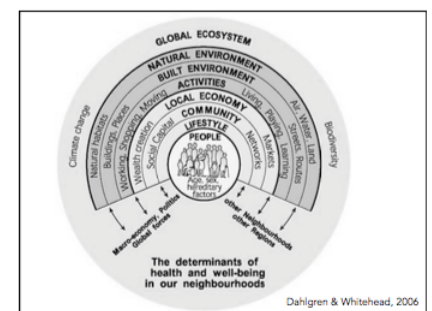
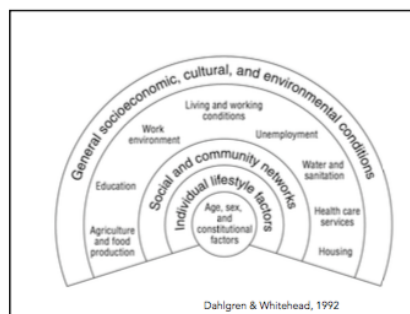
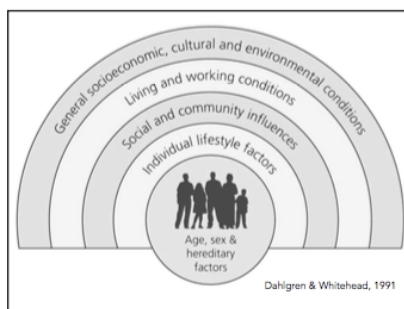
MODULE 1- FOUNDATION OF PUBLIC HEALTH & HEALTH PROMOTION

Week 1- What is Public Health

Many health issues/inequalities can be determined by social health factors.

Dahlgren rainbow model:

- Model maps the relationship between the individual, their environment and health
- Individuals in the centre
- Surrounding them are the range of factors influencing their health such as the ones illustrated
- Public health changes over time.
- Recognition of global dimensions of public health in the latest rainbow model
- Health promotion activity seeks to address these determinants of health and might consist of interventions such as policy, primary healthcare and health communication



Public Health

Public health- 'Public health is the science and art of preventing disease, prolonging life and promoting physical health & efficiency through organised community efforts for the sanitation of the environment, the control of community infections, the education of the individual in principles of personal hygiene, the organisation of medical and treatment of disease, and the development of social machinery which will ensure every individual in the community a standard of living adequate for the maintenance of health'

- Without the single agreed definition
- The lack of a clear definition of public health has led to criticism. Some ongoing arguments which affect public health include the 'nanny state'- the government regarded as over protective or interfering with personal choice
- Very broad concept: the health of a population, or anticipatory
- Concerned of health and promotion in its wider sense, identifying risks and trends (long term)

- Aims to promote and improve health of all people and prevent injury, disease and premature death. Also attempts to alleviate suffering and disability
- As the complexity of health patterns increase, so does the scope of public health

Primary- focuses on the prevention of a disease or injury, eg. anti-smoking campaigns

Secondary- Attempts to reduce damage caused by the illness, eg. screening programs for breast cancer

Tertiary- Aims to minimise any disability that might follow and is done through the provision of medical care and rehabilitation

We can think about public health as either:

1. An institutional or state administration context
2. A profession
3. A form of knowledge or ideology

Global public health concerns include:

- HIV/AIDS epidemic
- Migration issue
- Overweight and obesity
- Mental health prevalence

Social model and the new public health

Social model of health- a model that suggests that health is influenced by a number of social structures, and attempts to identify the factors within society which hinders the health of individuals, groups and populations

- The models tackles the health inequities and health inequalities

Inequity- the disparity between health resources and outcomes across populations

Inequality- the disparities in the health achievements of some individuals and groups. Inequality disproportionately affects the health of the most disadvantaged members of society, particularly poorer nations

Social justice- the equitable distribution of benefits and burdens among populations

Old vs New Public Health

Old

Focuses on behavioural change, causes of disease are analysed in terms of factors in the individual and in the social and physical environment

- *Scapegoating:* poor Maori and indigenous people were seen as a threat to wider population as the spread of disease
- *Nation-building:* Growing and strengthening the nation by improving the health and fitness of white citizens

- *Medicine*: with better control of diseases many biomedical advances encouraged a individualistic approach to health rather than social

New

- Started to address the social and environmental determinants of health as there was new concerns beyond infectious disease
- There is an individual-collective tension, where an individualistic approach risks compounding health inequities through **victim blaming**: 'attributing to a person the cause of their own misfortune/poor health'
- Australia focuses on addressing the needs of the most vulnerable
- The reduction of mortality in Australia is a result of the better living conditions, improved medical care and the provision of health protection functions

Health promotion

Health promotion- Is the process of enabling people to increase control over and to improve their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions' –WHO 2016

- Concrete attempts to operationalise the aims of public health in a society
- Less on individual behaviours, places health at the centre of the broad development agenda, directed at underlying determinants
- Works with people not on them
- Starts and ends with the local community
- Focus on positive dimensions on health

Global health promotion (WHO)

1. Global HP, guidance and capacity building
 - Building a global evidence base financing hp, strengthening capacity for HP
2. Support to regions/countries
3. Create networks on chronic disease prevention and HP

Local health promotion

- Vic health and other NGO's
- Local governments
- Professional bodies (AHPA & PHAA)
- Conferences and professional development

Historical and contemporary principles

Classic liberalism- a political ideology that priorities individual rights and freedoms and opposes government encroachment on individual liberties

State liberalism- a political philosophy committed to the individual right to equal treatment through government interventions aimed at countering existing systems of privilege