

# NMIH105 Primary Health Care

## Week 1 – Historical Context of Primary Health Care

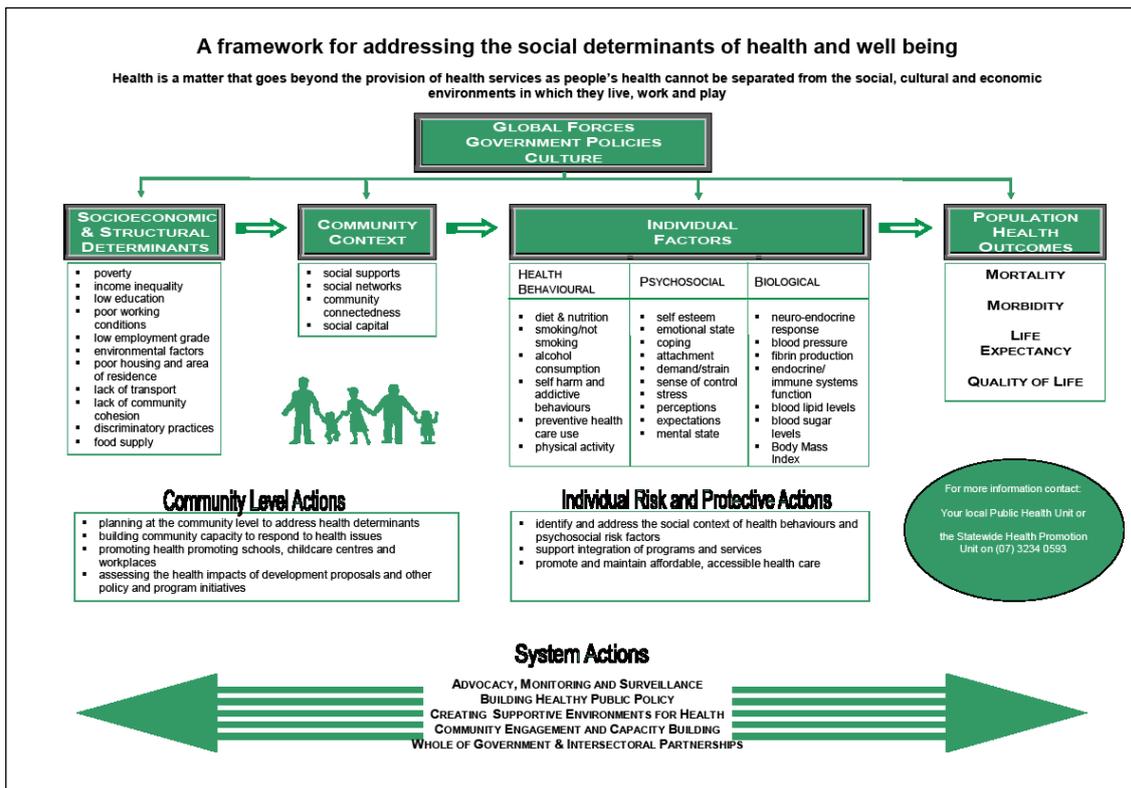
Health inequality: Measurable or observable differences in health between different groups/individuals

Health inequity: avoidable inequalities in health between groups of people within countries and between countries

Ottawa Charter Principles – aims at making the underlying determinants of health as favourable as possible

- Set out three complementary ways to foster health
    - Health promoters were encouraged to advocate, to meditate and to enable
    - Rather than to dictate, to rule and to blame the victim
    - Through advocacy, health promotion action aims at making the underlying deterrents of health as favourable as possible
    - These include political, economic, social, cultural, environmental, behavioural and biological conditions
1. Provide a policy framework for drug and alcohol services, healthy public policy
  2. Equitable and effective clinical services available
  3. Set direction based on high standards and the best scientific evidence to treat drug and alcohol
  4. Increase capacity and competency of drug and alcohol workforce

## Social Determinants of Health



# Introduction to Primary Health Care

## **Qualities needed in PHC**

- Intelligent
- Practical
- Motivated
- Responsible
- Enjoy people all ages
- Seek exciting and dynamic life
- Like diversity in your day
- Problem solving

## **PHC Professionals in the community**

- Where people live
- Health Centre/GP
- Within community groups
- Aged Care – over 65 clients expected dramatic increase in next 20 years
- Within Military
- Mental Health
- School
- Aboriginal Communities
- Midwifery/Early Childhood services in community

## **Where does PHC begin?**

- WHO

*Seminal Documents:* Declaration of Alma Ata 1978, Ottawa Charter 1986, Jakarta Declaration 1997, Mexico Conference 2000, Bangkok Declaration 2005.

- Federal and State Government policy based on health service delivery in promotion and preventative activities, disease management, care and support

## **Group Interaction**

Health Professionals need to:

1. Use particular skills for the activity
2. Provide active learning opportunities
3. Develop strategies to assist the clients in the implementation of the health care strategy
4. Provide reflection and evaluation
5. Have great teamwork integrated in a multidisciplinary approach
6. Have great professional and therapeutic communication skills

## **Health Promotion/planning process**

1. Assessment
2. Planning
3. Implementation
4. Evaluation

## Week 3 – Social Marketing Workshop

### **Definition of Social Marketing**

- Provides a framework to help to bring about behaviour change at an individual, group or community level
- *“The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research”*
- Social marketing is the use of marketing to design and implement programs to promote socially beneficial behaviour change
- Social marketing is most commonly used to target individuals (downstream), it can also be used very effectively to influence communities (midstream) and policy makers and governments (upstream)
- *“Adaptation of commercial of commercial marketing technologies to programs designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of the society of which they are a part”*

### **Four Key Principles of Social Marketing**

#### Principle One: Exchange

- Concept of exchange states that each party gives and receives for the mutual satisfaction of needs
- In *commercial marketing*, consumers receive a product or receive service for a cash outlay
- In *health*, there is rarely an immediate ‘payback’ for individuals adopting a healthy behaviour (touch sell)
- Behaviour change is voluntary –provide something individual wants
- Social Marketers must:
  - Offer benefits that the individual truly values
  - Recognise that individuals often pay intangible costs (time and discomfort)
  - Acknowledge everyone involved must receive valued benefits in return for their efforts

#### Principle Two: Audience Segmentation

- Social marketers divide their target audiences into groups (audience segments), based on demographic, geographic, psychographic or behavioural variables
- Dividing the audience into segments allows social marketers to:
  - Better understand each segments behaviours and to develop messages and tailor programs to meet their specific needs
  - Tailor the campaign to meet the needs of those segments

#### Principle Three: Competition

- In *profit marketing*, competition refers to different companies offering products to satisfy similar wants and needs (Coke vs. Pepsi)

- In *social marketing* competition refers to the different behavioural options that compete with public health recommendations (bottle feeding vs. breast feeding)
- In social marketing we are trying to work out how we can encourage individuals into options that are healthier

#### Principle Four: The Marketing Mix

The four P's provide maximum value to the target market

- **Product:** What people will gain when they perform the behaviour / must be a solution that individuals value or engage people
- **Price:** Cost or sacrifices that need to be made to engage in the behaviour
- **Promotion:** promotional activities used to encourage behavioural changes (advertising, printed materials, special events, websites), supplemented with policy changes, professional training, community-based activities
- **Place:** where individuals will engage in the behaviours

### **The Unintended Consequences of Campaigns**

- Social Marketing campaigns don't always have positive impacts
1. May make people feel worse about themselves
  2. Campaigns which always focus on individuals may excuse industry from needing to take action

### **The context of social marketing**

#### Health Education

- Compromises consciously contrasted opportunities for learning involving some form of communication designed to improve health literacy, including improving knowledge, and developing life skills which are conducive to individual and community health.
- Inform individuals or groups and raise awareness regarding environmental conditions that impact on health as well as communicating the individual risk factors / behaviours that lead to disease and ill health

#### Health Promotion

- Is the process of enabling people to increase control over and to improve their health
- Improving the capacity of individuals to maximise their health via education and development of skills

#### Social Marketing

- Similar to health education
- Greater focus on creating and sustaining behaviour change
- For most education alone is not sufficient to bring about behaviour change
- Health promoters use social marketing as a process to improve health outcomes