

Concept of Health and Health Promotion

Role of Pharmacist in Health Promotion

Prepared by

Dr. Ayesha Fatima

Assistant Professor

Dept of Pharmacy Practice

The Global Architect: World Health Organization

The Foundation

- **Established:** 7th April 1948
(World Health Day)
- **Core Mandate:**
To attain the highest possible level of health for all people.

The Impact Dashboard

+20–40 Years

Average global life expectancy increase in the last century.

Major Milestones

- Smallpox eradication
- Polio control
- Expanded immunization programmes

Primary Drivers

- Better healthcare & vaccination
- Improved sanitation
- Better nutrition

WHO Definition of Health

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

1. Complete Physical Well-being

1. Body functions normally.
2. Free from illness and disability.
3. Good nutrition and adequate physical fitness.
4. Ability to perform daily activities efficiently.
5. Proper growth and development.

2. Complete Mental Well-being

1. Ability to think clearly and make sound decisions.
2. Emotional stability.
3. Ability to cope with stress and challenges.
4. Positive self-esteem.
5. Freedom from anxiety, depression and other mental illnesses.

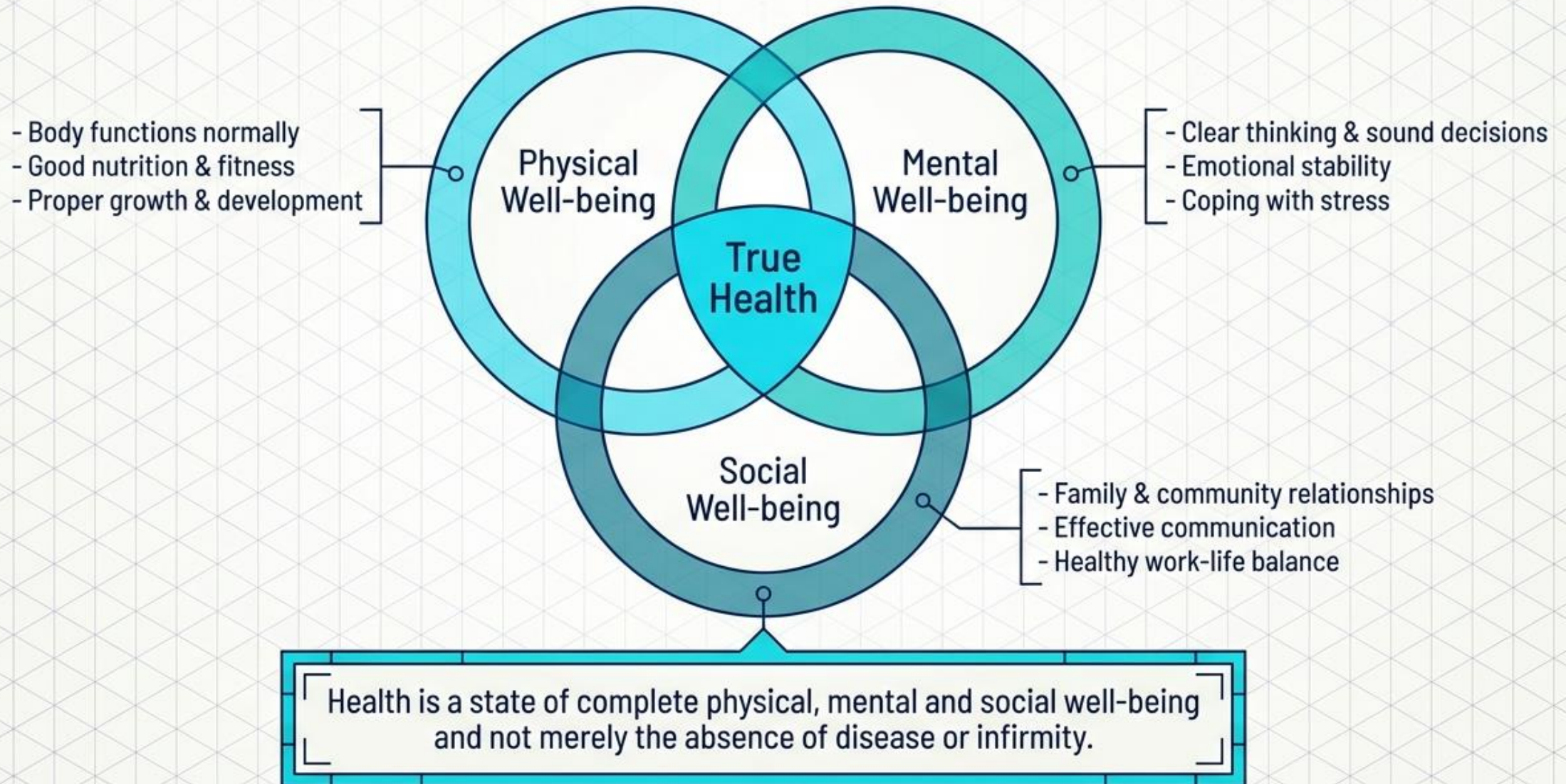
3. Complete Social Well-being

1. Good relationships with family, friends and society.
2. Ability to communicate effectively.
3. Social acceptance and participation.
4. Productive contribution to the community.
5. Healthy work-life balance.

4. Not Merely the Absence of Disease

1. A person may have no disease but still may not be healthy.
2. Health includes overall quality of life.
3. Physical, mental and social health are equally important.

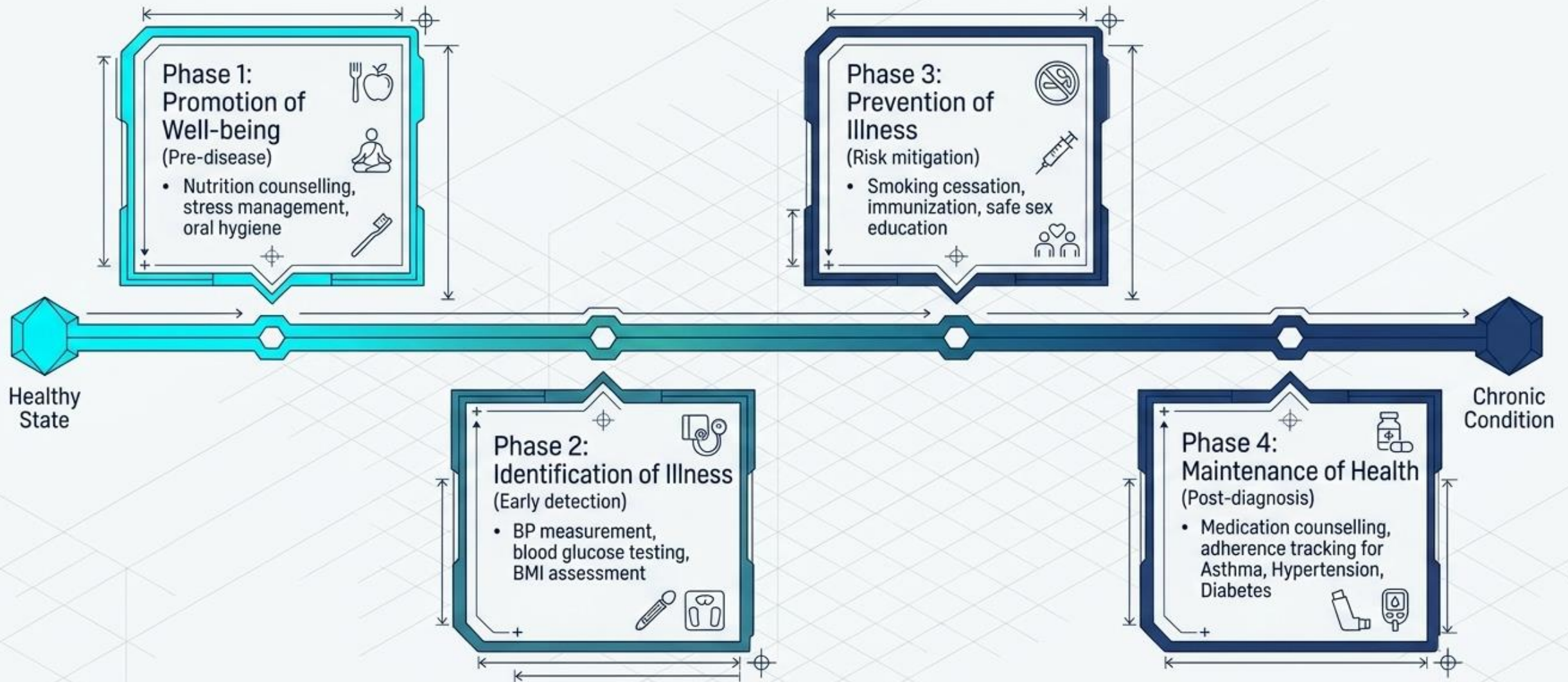
Redefining the Baseline of Human Health



The Future of Empowered Health



The Intervention Continuum: 4 Phases of Health Promotion



Need for WHO

- Health challenges differ among countries because of:

1. Population growth
2. Poverty
3. Malnutrition
4. Infectious diseases
5. Lifestyle diseases
6. Environmental pollution
7. Climate change
8. Aging population

Therefore WHO:

1. Develops global health strategies.
2. Designs health programmes.
3. Supports member countries.
4. Coordinates international disease control.
5. Promotes universal health coverage.

Objective of WHO

- The major objective of WHO is:
 1. To attain the highest possible level of health for all people across the world.
 2. Promote health equity among nations.
 3. Reduce disease burden globally.
 4. Improve quality of life.

The Global Health Engine: 6 Core Objectives



1. Providing Guidance and Advocacy for Health

WHO provides leadership in global health by:

1. Developing health policies.
2. Promoting ethical healthcare.
3. Encouraging Evidence-Based Medicine (EBM).
4. Advising governments during health emergencies.
5. Supporting disease prevention programmes.

3. Setting Global Norms and Standards

WHO develops international standards for:

1. Medicines
2. Vaccines
3. Medical devices
4. Laboratory testing
5. Disease diagnosis
6. Infection control
7. Food safety
8. Drinking water quality

Purpose:

1. Ensure safe and effective healthcare worldwide.

2. Stimulation of Appropriate Health Technology

WHO promotes:

1. Affordable healthcare technology.
2. Safe medical equipment.
3. Appropriate medicines.
4. Modern diagnostic techniques.
5. Digital health innovations.
6. Technology suitable for developing countries.

Purpose:

1. Improve healthcare delivery.
2. Reduce healthcare costs.
3. Increase access to quality treatment.

4. Information Management

WHO collects and manages health information by:

1. Monitoring diseases worldwide.
2. Maintaining health databases.
3. Publishing research reports.
4. Disease surveillance.
5. Early warning systems for outbreaks.
6. Sharing scientific information with countries.

Purpose:

1. Help governments make informed health decisions.

5. Negotiation and Sustenance of National and Global Partnerships

WHO works together with:

1. National governments
2. International organizations
3. NGOs
4. Healthcare institutions
5. Universities
6. Researchers
7. Public health agencies
8. Purpose:
9. Strengthen international cooperation.
10. Share knowledge.
11. Improve global health programmes.

6. Cooperation with Governments in Strengthening National Health Programmes (NHPs)

WHO helps countries by:

1. Technical assistance.
2. Policy development.
3. Disease control programmes.
4. Health workforce training.
5. Emergency preparedness.
6. Monitoring programme performance.
7. Examples:
8. Tuberculosis control
9. HIV/AIDS programmes
10. Immunization programmes
11. Maternal and child health
12. Malaria control

Achievements of WHO

WHO has made several important contributions in public health.

Major achievements include:

1. Improvement in global life expectancy.
2. Control of infectious diseases.
3. Expanded immunization programmes.
4. Smallpox eradication.
5. Polio control.
6. Maternal and child health programmes.
7. Development of international health guidelines.
8. Promotion of evidence-based healthcare.

Life Expectancy

1. During the last century, average life expectancy increased by **20–40 years** in many countries because of:
 1. Better healthcare
 2. Vaccination
 3. Improved sanitation
 4. Better nutrition
 5. Disease prevention programmes

HEALTH PROMOTION

Health promotion is:

The process of enabling people to increase control over their own health and improve it.

WHO (2005) defined health promotion as:

"The process of enabling people to increase control over their health and its determinants and thereby improve their health.

Health promotion is more than treating diseases.

It involves:

1. Preventing diseases.
2. Improving quality of life.
3. Encouraging healthy lifestyles.
4. Educating individuals.
5. Creating healthy environments.
6. Empowering people to make healthy decisions.

The Paradigm Shift: Defining Health Promotion

The Old Model: Reactive Care

Treating diseases
after they occur.
Healthcare as a
service received.



The New Model: Proactive Empowerment

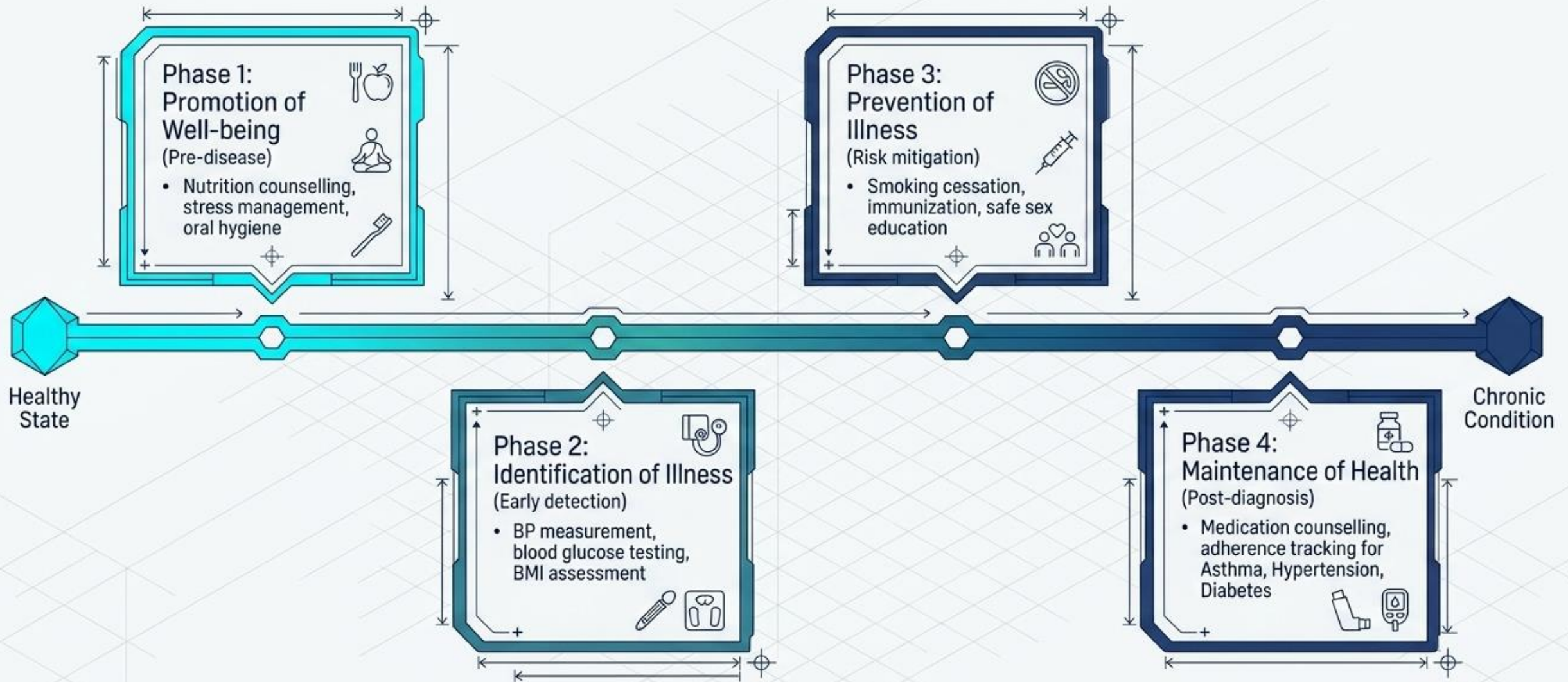


Preventing disease and
improving quality of life.
Health as a condition
controlled by the individual.

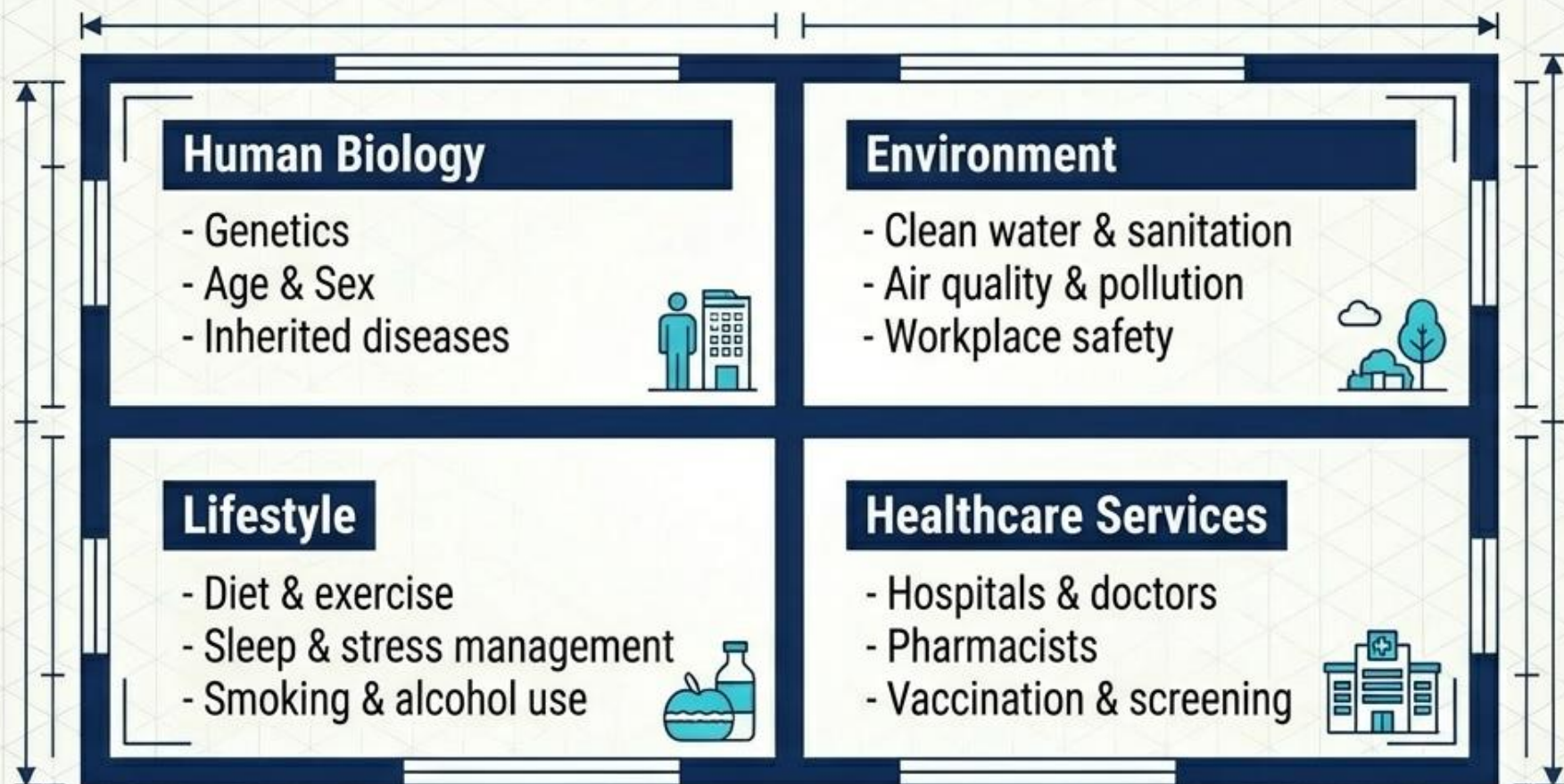
2005 WHO Definition:

The process of enabling people to increase
control over their health and its determinants
and thereby improve their health.

The Intervention Continuum: 4 Phases of Health Promotion



The Architecture of Vulnerability: The LaLonde Framework



Takeaway: True health promotion requires interventions across all four quadrants simultaneously.

LaLonde Report (Health Determinants)

- The LaLonde Report identified **four major determinants of health**:
 1. Human biology
 2. Environment
 3. Lifestyle
 4. Healthcare services
- These determinants collectively influence the health status of individuals and communities.

Alameda County Study

The Alameda County Study demonstrated that good health can be maintained through healthy lifestyle habits.

Healthy practices identified include:

1. Regular physical exercise.
2. Adequate sleep.
3. Maintaining a healthy body weight.
4. Limiting alcohol consumption.
5. Avoiding smoking.

Why Health Promotion is Needed

Many factors influence health.

Major determinants include:

1. Human Biology

1. Genetics
2. Age
3. Sex
4. Inherited diseases

3. Environment

1. Clean water
2. Air quality
3. Housing
4. Sanitation
5. Pollution
6. Workplace safety

2. Lifestyle

1. Healthy diet
2. Exercise
3. Sleep
4. Smoking
5. Alcohol consumption
6. Stress management

4. Healthcare Services

1. Hospitals
2. Doctors
3. Pharmacists
4. Vaccination
5. Screening
6. Emergency care

The Action Gap: Contrasting Global Health Disparities

The Alameda County Study Baseline

Focus: Individual lifestyle control



Key Protective Factors

- Regular physical exercise
- Adequate sleep
- Maintaining a healthy body weight
- Limiting alcohol consumption
- Avoiding smoking

Systemic Risks in Developing Nations

Focus: Environmental and social deficits



Key Risk Factors

- Malnutrition & poverty
- Poor sanitation & unhygienic conditions
- Illiteracy & lack of health awareness
- Widespread tobacco & pan masala chewing

Factors Responsible for Poor Health in Developing Countries (e.g., India)

- Major causes include:
 1. Malnutrition
 2. Cigarette smoking
 3. Tobacco chewing
 4. Pan masala chewing
 5. Alcohol consumption
 6. Poor sanitation
 7. Unhygienic living conditions
 8. Illiteracy
 9. Lack of health awareness
 10. Poverty

Importance of Health Promotion

Health promotion helps to:

1. Prevent diseases.
2. Increase life expectancy.
3. Improve quality of life.
4. Reduce healthcare costs.
5. Promote healthy behaviour.
6. Improve community participation.
7. Reduce health inequalities.
8. Empower individuals.

Classification of Health Promotion Activities

Health promotion activities performed by pharmacists are classified into four major categories.

Health Promotion Activity	Purpose	Examples
1. Promotion of Health and Well-being	To maintain and improve overall health.	Healthy diet, nutrition counselling, physical activity, stress management.
2. Identification of Illness	To detect diseases at an early stage.	Blood pressure check, blood glucose testing, cholesterol screening, health screening programmes.
3. Prevention of Illness	To prevent diseases before they occur.	Smoking cessation, immunization, travel health advice, hand hygiene education.
4. Maintenance of Health	To help patients with chronic diseases maintain good health.	Medication counselling, lifestyle modification, adherence counselling for asthma, diabetes, hypertension, etc.

Possible Outcomes of Health Promotion Activities

Outcome	Meaning
Total Compliance	The individual completely follows the health advice.
Partial (Varying Degree of) Compliance	The individual follows some, but not all, of the recommendations.
Total Non-compliance	The individual does not follow the health advice.

Diagnostic Matrix: 6 Models of Health Promotion

Model	Primary Aim	Key Method	Expected Outcome
Medical	Freedom from disease	Screening, vaccines	Early detection, lower mortality
Behavioural Change	Change unhealthy habits	Stop smoking, diet	Lower risk
Educational	Increase knowledge	Leaflets, campaigns	Informed decision-making
Patient-Centered	Shared decision-making	Individualized care	Better adherence
Self-Empowerment	Patient responsibility	Self-monitoring	Independence in disease management
Societal Change	Change environments	Legislation, public policies	Healthier environments (e.g., smoke-free places)

Models of Health Promotion

- Different models are used to improve health by targeting different aspects of disease prevention and healthy living.

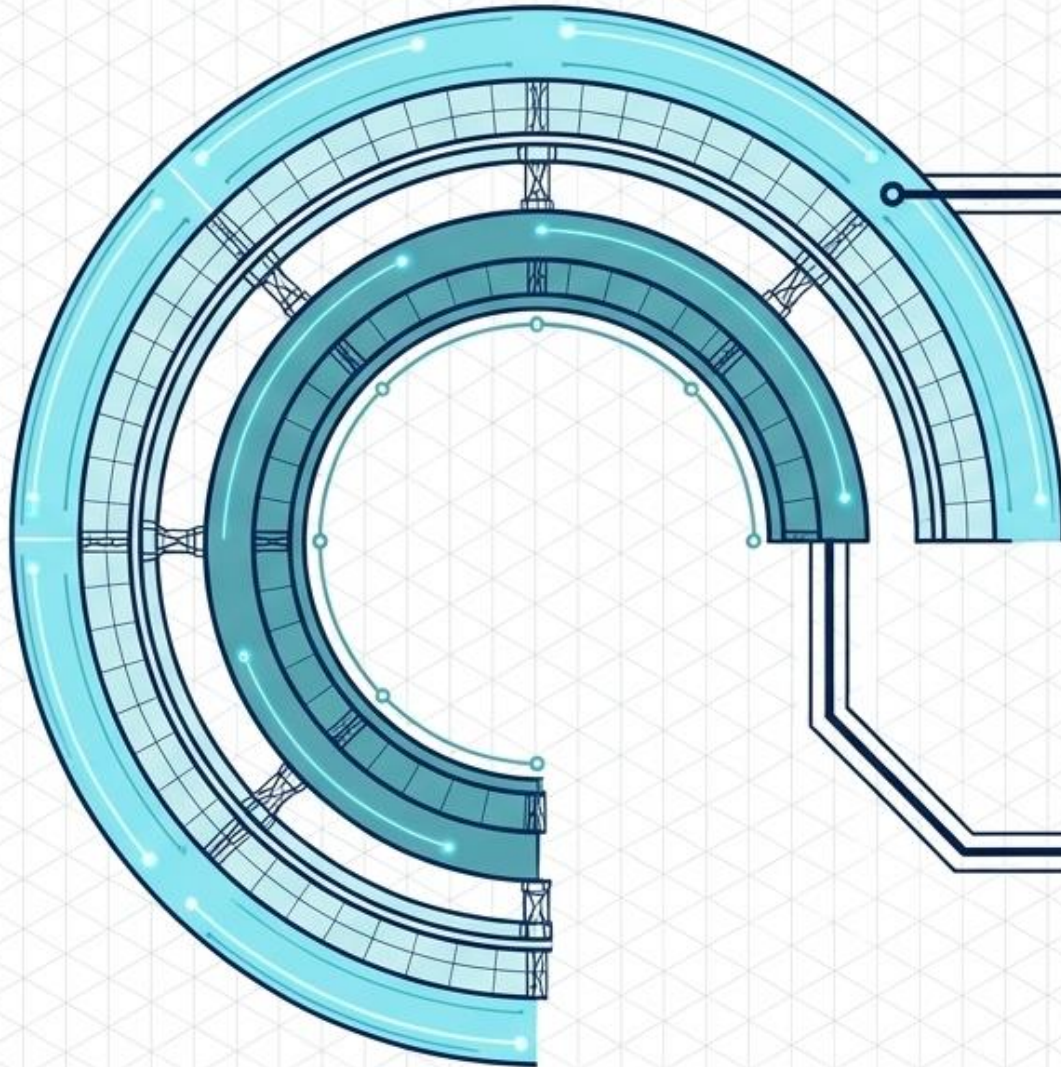
Model	Aim	Examples
Medical Approach	To prevent and control diseases through medical interventions.	Immunization, screening, health check-ups.
Behavioural Change Approach	To encourage healthy behaviour and lifestyle changes.	Stop smoking, reduce alcohol intake, healthy diet, regular exercise.
Educational Approach	To increase knowledge and awareness about health.	Health education leaflets, educational programmes, awareness campaigns.
Patient-Centered Approach	To involve patients in making decisions about their own healthcare.	Patient counselling, shared decision-making.
Self-Empowerment Approach (listed as a second Patient-Centered Approach in some textbooks)	To enable individuals to take responsibility and control over their own health.	Self-monitoring, self-care, disease management.
Societal Change Approach	To improve health by bringing positive changes in society and the environment.	Smoke-free public places, promoting condom use, improving sanitation.

Role of Pharmacists in Health Promotion

Pharmacists play an important role in promoting health by educating patients, preventing diseases, supporting medication use, and encouraging healthy lifestyles.

Role	Main Purpose
Sales of Goods Other Than Medicines	Promote health through health-related products and public education.
Sales of OTC Medicines	Ensure safe self-medication and encourage healthy lifestyle practices.
Prescription Medicines	Improve treatment outcomes through counselling and disease-specific education.
Responding to Symptoms	Provide early guidance, recommend appropriate treatment, and refer when necessary.

Sphere of Influence I: Prevention and Triage



Outer Ring: Goods Other Than Medicines (The Preventative Layer)

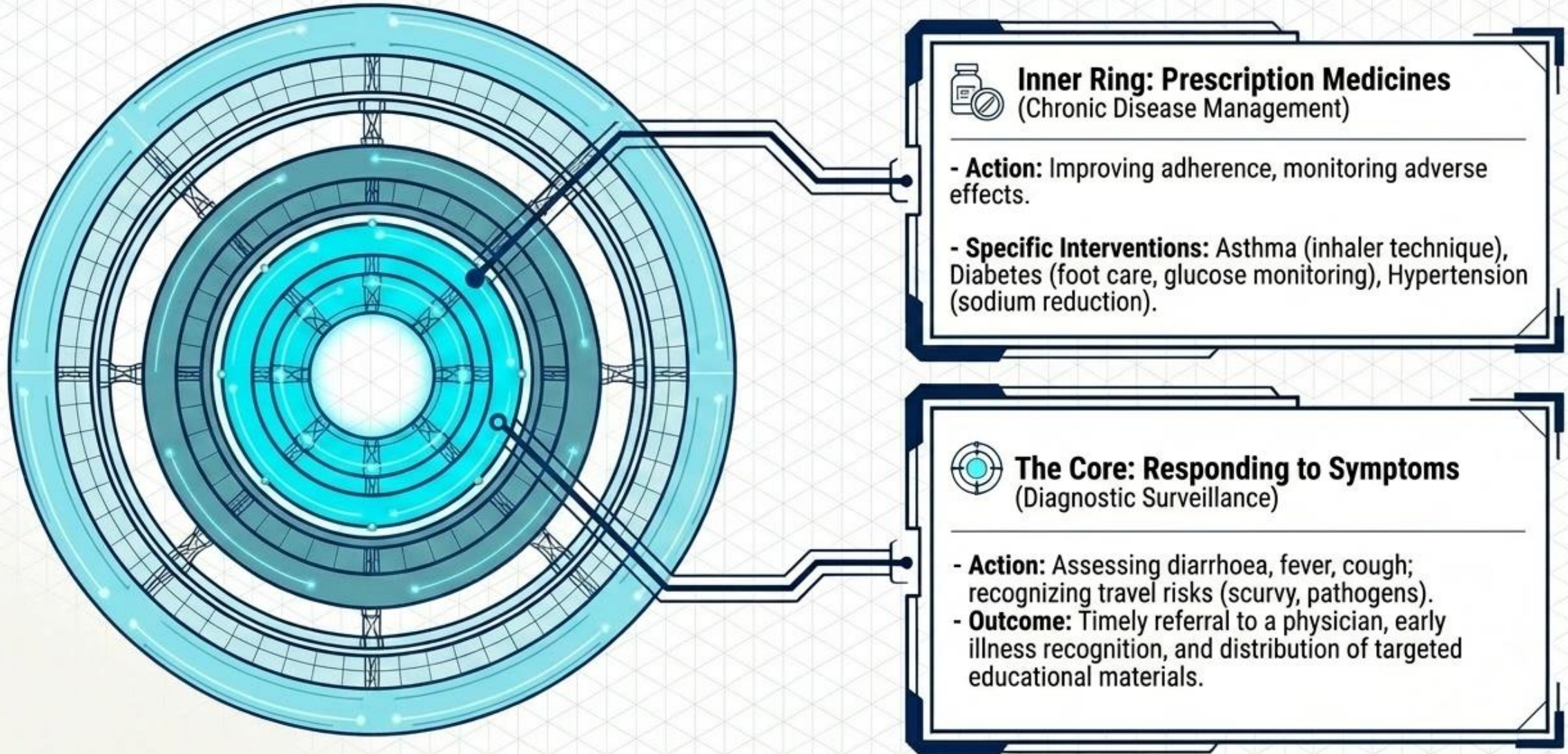
- **Products:** Oral hygiene, nutritional supplements, pregnancy/ovulation kits.
- **Action:** Distributing leaflets, counseling on oral health, raising broad disease awareness (AIDS, diabetes).



Middle Ring: Over-the-Counter (OTC) Medicines (The Triage Layer)

- **Action:** Assessing minor ailments, explaining safe dosages, warning of interactions.
- **Promotion Element:** Linking OTC purchases to broader lifestyle changes (e.g., tying nicotine replacement therapy directly to smoking cessation programs).

Sphere of Influence II: Clinical Management & Surveillance



Role of Pharmacist	Health Promotion Activities	Examples
1. Sales of Goods Other Than Medicines	• Supply health-related products. • Educate patients on their proper use. • Distribute health education materials such as leaflets, books, and pamphlets. • Create awareness about disease prevention and healthy lifestyles.	• Children's toothpaste. • Ovulation testing kits. • Pregnancy test kits. • Oral hygiene products. • Leaflets on diabetes, AIDS, hypertension, and oral health.
2. Sales of Medicines (Especially OTC Medicines)	• Recommend appropriate OTC medicines for minor ailments. • Counsel patients on correct dose, duration, and method of use. • Explain possible side effects and precautions. • Encourage healthy lifestyle changes along with medicine use. • Refer patients to a doctor when necessary.	• Nicotine replacement therapy with smoking cessation counselling. • Medicines for fever, cough, cold, acidity, diarrhoea, and pain relief.

3. Prescription Medicines

- Explain the correct use of prescribed medicines.
- Improve medication adherence.
- Monitor and counsel about adverse effects.
- Provide disease-specific lifestyle advice.
- Educate patients about long-term disease management and follow-up.
- Foot care advice for diabetic patients.
- Reduced sodium intake for hypertensive patients.
- Correct inhaler technique for asthma patients.
- Diet and exercise counselling for chronic diseases.

4. Responding to Symptoms

- Assess minor symptoms presented by patients.
- Recommend suitable treatment for minor illnesses.
- Identify warning signs and refer serious cases to physicians.
- Provide health education and preventive advice.
- Distribute educational materials to improve public awareness.
- Advice for travellers with diarrhoea or scurvy symptoms.
- Counselling on hydration, hygiene, and nutrition.
- Providing leaflets, books, and pamphlets on disease prevention and healthy living.