



A government, for protecting business only, is but a carcass, and soon falls by its own corruption and decay.

Amos Bronson Alcott

INTRODUCTION

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High prevalence of dental diseases

Considerable impact (individuals, society)

Known causes

Numerous effective preventive measures

Introduction

Recently the health promotion movement has arisen, partly in response to the recognized limitations of treatment services to improve the health of the public.

HISTORICAL DEVELOPMENT OF HEALTH PROMOTION

Historical Development of Health Promotion

19th Century with creation of poor & overcrowded living & work conditions

Public Health Act in 1875 (1848)

Historical Development of Health Promotion

By the late 19th century, as the threat of disease epidemics receded, the focus had begun to shift away from environmental measures for improving health to measures that highlighted the importance of educating individuals against the hazards of disease.

Historical Development of Health Promotion

[... The major causes of death & disease where due to environmental causes, individual behaviors, & lifestyle factors rather than to biomedical characteristics.]

Lalonde M, 1974

Historical Development of Health Promotion

Ottawa Charter, 1986 – Five areas of action for health promotion

1. Creating supportive environments

Recognizing the impact of the environment on health & identifying opportunities to make changes conducive to health

2. Building healthy public policy

Focusing attention on the impact on health of public policies from all sectors, & not just the health sector

Historical Development of Health Promotion

3. Strengthening community action

Empowering individuals & communities in the processes of setting priorities, making decisions, & planning & implementing strategies, to achieve better health

4. Developing personal skills

Moving beyond the transmission of information, to promote understanding, & supporting the development of personal, social, & political skills that enable individuals to take action to promote health

5. Reorienting health services

Refocusing attention away from the responsibility to provide curative & clinical services towards the goal of health gain

DEFINITION & PRINCIPLES OF HEALTH PROMOTION

Definition of Health Promotion

Health promotion has to come to represent a **unifying concept** for those who recognize the **need for change in the ways & conditions of living in order to promote health**. Health promotion represents a **mediating strategy** between people & their environments, **synthesizing personal choice & social responsibility** in health to create a healthier future.

WHO, 1984

Definition of Health Promotion

The process of enabling people to increase control over, & to improve, their health. To reach a state of complete physical, mental, & social wellbeing, an individual or group must be able to identify & to realize aspirations, to satisfy needs, & to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social & personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy lifestyles to wellbeing.

WHO, 1986

Principles of Health Promotion

3 elements:

1. Determinants of health
2. Working in partnerships
3. Strategic action

Principles of Health Promotion... Determinants of Health

Determinants of health:

Socioeconomic
Environmental
Individual health-related

Recognizes the limited control many individuals have over their health

To make the healthy choices, the easy choices

Principles of Health Promotion... Determinants of Health

Determinants of oral health

Consumption of non-milk extrinsic sugars
Effective control of plaque in the mouth

Factors influencing oral health

Optimal exposure to fluoride
Appropriate use of good-quality dental care
Excess alcohol consumption
Smoking behavior

Can be modified at individual level

Influenced by complex socio-political factors

Principles of Health Promotion... Working in Partnerships

Community participation & active involvement of local community

By recognizing & focusing on the wide & diverse underlying determinants of health, multi-sectorial working is a key element of health promotion

Government departments, education, agriculture, health & social services, voluntary sector

Principles of Health Promotion... Working in Partnerships

Partners in oral health

Health professionals
Education services
Local authority staff
Voluntary sector
Commerce & industry
Government (local, national, international)

Principles of Health Promotion... Strategic Action

A strategy should be based on an appropriate assessment of local needs & resources, which enables the development of a strategic vision with clearly stated & identified aims & targets

Health promotion strategic approach

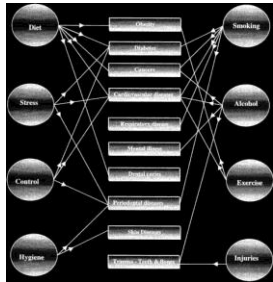
Focus upon common underlying determinants of health avoiding & victim blaming approach
Community participation rather than professionally dominated activities
Emphasis on addressing health inequalities to achieve sustainable improvements in oral health
Working in partnership across sectors & disciplines
Adopt range of complementary public health policies rather than individually focused health education

Principles of Health Promotion... Strategic Action

Common risk-factor approach

Allows for dealing with combination of health problems

More efficient in the use of resources



ORAL HEALTH PROMOTION IN ACTION

Oral Health Promotion in Action... Developing Personal Skills

Can be achieved through Health Education

Health education

Opportunities created for learning specifically aimed at producing a health related goal (WHO, 1984)

Basic educational objectives

1. **Cognitive:** Giving information & increasing knowledge
2. **Affective:** Clarifying, forming, or changing attitudes, beliefs, values, or opinions
3. **Behavioral:** Development of skills & actions

Oral Health Promotion in Action... Strengthening Community Action

Can be achieved through developing a community development approach involving the mobilization of community sources

It is a process in which the community defines its own health needs, decides how these can be best tackled, & then takes appropriate action

Health professionals involved act as facilitators & catalysts within the community, instead of being experts

Oral Health Promotion in Action... Reorienting Health Services

Health care system contributing to the pursuit of health

Shift resources from the *dominant treatment & curative services* towards those that promote health & prevent disease

Oral health promotion is not concerned with promoting dentistry as such

Oral Health Promotion in Action... Building Healthy Public Policy

Placing health onto the policy agendas of influential decision-makers

Fiscal policy is a part of health promotion which seeks to influence the costs of items influential to health

Oral Health Promotion in Action... Creating Supportive Environments

Healthy public policies can provide a legislative framework for environmental change (water fluoridation)

Action can take place on national and local levels

Organizational approach (working with organizations)

**DIFFERING APPROACHES TO HEALTH
PROMOTION**

Differing Approaches to Health Promotion...

5 approaches to health promotion:

- Preventive
- Behavior change
- Educational
- Empowerment
- Social change

Differing Approaches to Health Promotion... Preventive Approach

Aim is the reduction in disease levels

Medical/Dental professionals take the lead

Top-down authoritative style

Examples:

- Screening tests or immunization
- Fissure sealants
- Screening program for oral cancer detection & prevention

It doesn't address the underlying causes of disease

Differing Approaches to Health Promotion... Behavior Change

Aims to encourage individuals to take responsibility for their health & adopt healthier lifestyle

Expert-led approach using one-to-one advice & mass media campaigns

Desired changes in lifestyle are determined by the professional & largely imposed on the patient

Differing Approaches to Health Promotion... Educational Approach

Aims to provide individuals with skills & attitudes needed for the adoption of informed choices about health-related behavior

It enhances individual's overall ability to choose a healthy lifestyle

It provides individuals with choices, but still largely led by experts

Explore & share beliefs & attitudes

Differing Approaches to Health Promotion... Empowerment

Aims to assist people in identifying their own concerns & priorities, & in developing confidence & skills to address them

Bottom-up approach (professionals act as facilitators)

Can be adopted on individual & population level

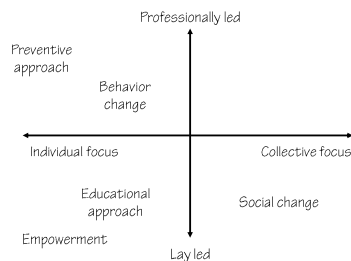
Differing Approaches to Health Promotion... Social Change

Acknowledges the importance of socio-economic & environmental factors in determining health

Aims at changing the physical, social, & economic environments to promote health & wellbeing

It requires changes in policy, & political support, with lobbying & policy planning

Differing Approaches to Health Promotion... What is the Best Approach?



EVIDENCE-BASED HEALTH PROMOTION

Evidence-Based Health Promotion

Process of planning, implementing, & evaluating programs adapted from tested models or interventions in order to address health issues at an individual & a community level

Systematic review & search of published & unpublished oral health promotion literature to determine the overall impact of interventions on a range of outcomes

Evidence-Based Health Promotion... Common Findings of Oral Health Promotion Effectiveness Reviews

The design of studies & the method of evaluation

- Many studies were poorly designed
- Limited evaluation used in most studies
- Evaluation measures when used were of limited value, were not comparable & used inadequate timescales to assess change
- Very basic data analysis undertaken
- Limited reference to contemporary theoretical base

Evidence-Based Health Promotion... Common Findings of Oral Health Promotion Effectiveness Reviews

Effectiveness of oral health promotion interventions

- Fluoride remains an effective caries preventive agent
- An individual's knowledge of oral health can be achieved through oral health promotion but the long term impact of this is not clear
- Information alone doesn't produce long term behavior changes
- Short term changes in plaque levels can be achieved through oral health promotion interventions. These changes are not sustained over time
- Very few well designed studies have assessed the effectiveness of interventions aiming to reduce sugar consumption

Evidence-Based Health Promotion... Common Findings of Oral Health Promotion Effectiveness Reviews

Effectiveness of oral health promotion interventions (continued)

- In general, cost effectiveness has not been assessed in oral health promotion interventions
- General awareness can be raised by mass media campaigns but they are not effective at promoting knowledge & behavior change
- There is little evidence for the effectiveness of screening for the early detection of oral cancers

CONCLUSION

Conclusion

Treatment services alone will never successfully alleviate the causes of dental diseases

Health promotion offers the potential to tackle the underlying determinants of oral health. It involves a range of different strategies, one of which may include health education

Success of health promotion largely depends upon developing partnerships across agencies and, most importantly, actively involving local people in the whole process of health promotion

Power does not corrupt men.

FOOLS, however, if they get into a
position of power, corrupt power.

George Bernard Shaw