

Appendix 3 - Health Promotion



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There is a need for ‘biologically friendly’ meter regimes that enhance health and wellbeing.

There are a number of health promotion initiatives that have been instigated by the World Health Organization (WHO), which provide incentive for Governments, international organisations, international industries, technological companies, schools and local communities to achieve the target of ‘*Health For All*’ through improved health promotion and the creation of healthier technologies and environments.

“Systematic assessment of the health impact of a rapidly changing environment - particularly in areas of technology, work, energy production and urbanization - is essential.” WHO (1986).

It is important to ensure that health impacts are undertaken for the technologies used for Smart Meters, smart grids and related equipment, and that they are made as ‘biologically friendly’ as possible to enable people to lead healthy lives.

Ottawa Charter for Health Promotion

First International Conference on Health Promotion Ottawa, 21 November 1986 - WHO/HPR/HEP/95.1

This Charter is an international agreement signed in 1986 at the First International Conference on Health Promotion in Ottawa, Canada, which was organised by the World Health Organization (WHO 1986). It has acted, and continues to act, as a catalyst for a wide range of beneficial actions which encourage improved health promotion measures worldwide.

Extracts from the Ottawa Charter are given below:

Health Promotion

“Health promotion is the process of enabling people to increase control over, and to improve, their health. To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. ...”

Advocate

“Good health is a major resource for social, economic and personal development and an important dimension of quality of life. Political, economic, social, cultural, environmental, behavioural and biological factors can all favour health or be harmful to it. Health promotion action aims at making these conditions favourable through advocacy for health.”

Enable

*“Health promotion focuses on achieving equity in health. Health promotion action aims at reducing differences in current health status and **ensuring equal opportunities and resources to enable all people to achieve their fullest health potential.** This includes a secure foundation in a supportive environment, access to information, life skills and opportunities for making healthy choices.”*

“People cannot achieve their fullest health potential unless they are able to take control of those things which determine their health. ...”

Health Promotion Action Means: Build Healthy Public Policy

“Health promotion goes beyond health care. It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.”

*“... It is coordinated action that leads to health, income and social policies that foster greater equity. Joint action contributes to **ensuring safer and healthier goods and services, healthier public services, and cleaner, more enjoyable environments.**”*

“Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors, and ways of removing them. The aim must be to make the healthier choice the easier choice for policy makers as well.”

Create Supportive Environments

“Our societies are complex and interrelated. Health cannot be separated from other goals.”

“Systematic assessment of the health impact of a rapidly changing environment - particularly in areas of technology, work, energy production and urbanization - is essential and must be followed by action to ensure positive benefit to the health of the public. The protection of the natural and built environments and the conservation of natural resources must be addressed in any health promotion strategy.”

Strengthen Community Actions

“Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health.”

“At the heart of this process is the empowerment of communities - their ownership and control of their own endeavours and destinies.”

“... This requires full and continuous access to information, learning opportunities for health, as well as funding support.”

Moving into the Future

“Health is created and lived by people within the settings of their everyday life; ... Health is created by caring for oneself and others, by being able to take decisions and have control over one's life circumstances, and by ensuring that the society one lives in creates conditions that allow the attainment of health by all its members.”

Commitment to Health Promotion

“The participants in this Conference pledge:

- *to move into the arena of healthy public policy, and to advocate a clear political commitment to health and equity in all sectors;*

• to counteract the pressures towards harmful products, resource depletion, unhealthy living conditions and environments ...; and to focus attention on public health issues such as pollution, occupational hazards, housing and settlements;

- *“to acknowledge people as the main health resource; to support and enable them to keep themselves, their families and friends healthy ... and to accept the community as the essential voice in matters of its health, living conditions and well-being;”*

- *“to recognize health and its maintenance as a major social investment and challenge; and to address the overall ecological issue of our ways of living.”*

Adelaide Recommendations on Healthy Public Policy

Second International Conference on Health Promotion, Adelaide, South Australia, 5-9 April 1988

Excerpts:

Healthy Public Policy

“Healthy public policy is characterized by an explicit concern for health and equity in all areas of policy and by an accountability for health impact. The main aim of health public policy is to create a supportive environment to enable people to lead healthy lives.”

“Such a policy makes ... social and physical environments health-enhancing. In the pursuit of healthy public policy, government sectors concerned with agriculture, trade, education, industry, and communications need to take into account health as an essential factor when formulating policy.”

“These sectors should be accountable for the health consequences of their policy decisions. They should pay as much attention to health as to economic considerations.”

The value of health

“Health is both a fundamental human right and a sound social investment. Governments need to invest resources in healthy public policy and health promotion in order to raise the health status of all their citizens. A basic principle of social justice is to ensure that people have access to the essentials for a healthy and satisfying life.”

“... this raises overall societal productivity in both social and economic terms. Healthy public policy in the short term will lead to long-term economic benefits as shown by the case studies ...”

“New efforts must be made to link economic, social, and health policies into integrated action.”

Accountability for Health

“Public accountability for health is an essential nutrient for the growth of healthy public policy. Governments and all other controllers of resources are ultimately accountable to their people

for the health consequences of their policies, or lack of policies.”

“A commitment to healthy public policy means that governments must measure and report the health impact of their policies in language that all groups in society readily understand. ...”

Partners in the policy process

“Government plays an important role in health, but health is also influenced greatly by corporate and business interests, nongovernmental bodies and community organizations. Their potential for preserving and promoting people's health should be encouraged.”

Future Challenges

“Health for All will be achieved only if the creation and preservation of healthy living and working conditions become a central concern in all public policy decisions.”

“The most fundamental challenge for individual nations and international agencies in achieving healthy public policy is to encourage collaboration (or developing partnerships) in peace, human rights and social justice, ecology, and sustainable development around the globe.”

Jakarta Declaration on Leading Health Promotion into the 21st Century

“... The Fourth International Conference on Health Promotion is the first to be held in a developing country, and the first to involve the private sector in supporting health promotion. It has provided an opportunity to reflect on what has been learned about effective health promotion, to re-examine the determinants of health, and to identify the directions and strategies that must be adopted to address the challenges of promoting health in the 21st century. The participants in the Jakarta Conference hereby present this Declaration on action for health promotion into the next century.”

Health promotion is a key investment

“Health is a basic human right and is essential for social and economic development. Increasingly, health promotion is being recognized as an essential element of health development. It is a process of enabling people to increase control over, and to improve, their health. ...”

Health promotion makes a difference

“Research and case studies from around the world provide convincing evidence that health promotion is effective. Health promotion strategies can develop and change lifestyles, and have an impact on the social, economic and environmental conditions that determine health. Health promotion is a practical approach to achieving greater equity in health. ...”

New responses are needed

“To address emerging threats to health, new forms of action are needed. ... There is a clear need to break through traditional boundaries within government sectors, between governmental and nongovernmental organizations, and between the public and private sectors.”

“Cooperation is essential; this requires the creation of new partnerships for health, on an equal footing, between the different sectors at all levels of governance in societies.”

Priorities for health promotion in the 21st Century

1. Promote social responsibility for health

“Decision-makers must be firmly committed to social responsibility. Both the public and private sectors should promote health by pursuing policies and practices that:

- *avoid harming the health of individuals*
- *protect the environment ...*
- *include equity-focused health impact assessments as an integral part of policy development.”*

2. Increase investments for health development

“In many countries, current investment in health is inadequate and often ineffective. Increasing investment for health development requires a truly multisectoral approach ... Greater investment for health and reorientation of existing investments ... has the potential to achieve significant advances in human development, health and quality of life.”

“Investments for health should reflect the needs of particular groups such as women, children, older people, and indigenous, poor and marginalized populations.”

3. Consolidate and expand partnerships for health

“Health promotion requires partnerships for health and social development between the different sectors at all levels of governance and society. Existing partnerships need to be

strengthened and the potential for new partnerships must be explored.”

“Partnerships offer mutual benefit for health through the sharing of expertise, skills and resources. Each partnership must be transparent and accountable and be based on agreed ethical principles, mutual understanding and respect. ...”

4. Increase community capacity and empower the individual

“Health promotion is carried out by and with people, not on or to people. It improves both the ability of individuals to take action, and the capacity of groups, organizations or communities to influence the determinants of health.”

5. Secure an infrastructure for health promotion

“... All countries should develop the appropriate political, legal, educational, social and economic environments required to support health promotion.”

Call for action

“...In order to speed progress towards global health promotion, the participants endorse the formation of a global health promotion alliance ... to advance the priorities for action in health promotion set out in this Declaration.

Priorities for the alliance include:

- *raising awareness of the changing determinants of health*
- *supporting the development of collaboration and networks for health development*
- *mobilizing resources for health promotion*
- *accumulating knowledge on best practice ...*
- *fostering transparency and public accountability in health promotion”*

“National governments are called on to take the initiative in fostering and sponsoring networks for health promotion both within and among their countries.”

“The participants call on WHO to take the lead in building such a global health promotion alliance and enabling its Member States to implement the outcomes of the Conference. A key part of this role is for WHO to engage governments, nongovernmental organizations, development banks, organizations of the United Nations system, interregional bodies, bilateral agencies, the labour movement and cooperatives, as well as the private sector, in advancing the priorities for action in health promotion.”

Mexico Ministerial Statement for the Promotion of Health: from Ideas to Action

Excerpts:

“Gathered in Mexico City on the occasion of the Fifth Global Conference on Health Promotion, the Ministers of Health who sign this Statement:

- Recognize that the attainment of the highest possible standard of health is a positive asset for the enjoyment of life and necessary for social and economic development and equity. ...*
- Conclude that health promotion must be a fundamental component of public policies and programmes in all countries in the pursuit of equity and better health for all.*
- Realize that there is ample evidence that good health promotion strategies of promoting health are effective.”*

“Considering the above, we subscribe to the following:

Actions

To position the promotion of health as a fundamental priority in local, regional, national and international policies and programmes.”

“... To take the leading role in ensuring the active participation of all sectors and civil society, in the implementation of health promoting actions which strengthen and expand partnerships for health. ...”

“The support of research which advances knowledge on selected priorities. ... To establish or strengthen national and international networks which promote health.”

“To advocate that UN agencies be accountable for the health impact of their development agenda. ...”

This Ministerial Statement was signed by the following countries:

Algeria, Angola, Argentina, Australia, Austria, Bangladesh, Belize, Bhutan, Bolivia, Brazil, Bulgaria, Cameroon, Canada, China, Colombia, Costa Rica, Cuba, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, El Salvador, Finland, France, Gabon, Germany, Guatemala, Hungary, India, Indonesia, Iran, Israel, Jamaica, Korea, Kuwait, Lao PDR, Lebanon, Madagascar, Malaysia, Maldives, Malta, Morocco, Myanmar, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Pakistan, Panama, Paraguay, Poland, Portugal, Puerto Rico, Russian Federation, Saint Kitts and Nevis, Saint Lucia, Samoa, Slovakia, Slovenia, Spain, Swaziland, Sweden, Switzerland, Turkey, United Kingdom, United States, Uruguay, Vanuatu, Venezuela, Yugoslavia, Zambia.

The Bangkok Charter for Health Promotion in a Globalized World (WHO 2005).

Excerpts:

“The Bangkok Charter identifies actions, commitments and pledges required to address the determinants of health in a globalized world through health promotion. ... [It] affirms that policies and partnerships ... to improve health and health equality, should be at the centre of global and national development.”

“The Bangkok Charter complements and builds upon the values, principles and action strategies of health promotion established by the ‘Ottawa Charter for Health Promotion’ and the recommendations of the subsequent global health promotion conferences which have been confirmed by Member States through the World Health Assembly.”

“The Bangkok Charter reaches out to people, groups and organizations that are critical to the achievement of health, including:

- *governments and politicians at all levels*
- *civil society*
- *the private sector*
- *international organizations, and*
- *the public health community.”*

“The United Nations recognizes that the enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without discrimination.”

“Health promotion is based on this critical human right and offers a positive and inclusive concept of health as a determinant of the quality of life and encompassing mental and spiritual well-being.”

“Health promotion is the process of enabling people to increase control over their health and its determinants, and thereby improve their health. It is a core function of public health and contributes to the work of tackling communicable and noncommunicable diseases and other threats to health. ...”

Strategies for health promotion in a globalized world

Effective interventions

“Progress towards a healthier world requires strong political action, broad participation and sustained advocacy.

Health promotion has an established repertoire of proven effective strategies which need to be fully utilized.”

Required actions

“To make further advances in implementing these strategies, all sectors and settings must act to:

- ***advocate** for health based on human rights and solidarity*
- ***invest** in sustainable policies, actions and infrastructure to address the determinants of health*
- ***build capacity** for policy development, leadership, health promotion practice, knowledge transfer and research, and health literacy*
- ***regulate and legislate** to ensure a high level of protection from harm and enable equal opportunity for health and well-being for all people*
- ***partner and build alliances** with public, private, nongovernmental and international organizations and civil society to create sustainable actions.”*

Key commitments

1. Make the promotion of health central to the global development agenda

“Health promotion must become an integral part of domestic and foreign policy and international relations, ...

This requires actions to promote dialogue and cooperation among nation states, civil society, and the private sector. ...”

2. Make the promotion of health a core responsibility for all of government

“... health is a major determinant of socioeconomic and political development.

Local, regional and national governments must:

- ***give priority to investments in health, within and outside the health sector***
- ***provide sustainable financing for health promotion.”***

“To ensure this, all levels of government should make the health consequences of policies and legislation explicit, using tools such as equity-focused health impact assessment.”

3. Make the promotion of health a key focus of communities and civil society

“Communities and civil society often lead in initiating, shaping and undertaking health promotion. They need to have the rights,

resources and opportunities to enable their contributions to be amplified and sustained. ...”

“Civil society needs to exercise its power in the marketplace by giving preference to the goods, services and shares of companies that exemplify corporate social responsibility.”

“Health professional associations have a special contribution to make.”

4. Make the promotion of health a requirement for good corporate practice

“The corporate sector has a direct impact on the health of people and on the determinants of health ...”

“The private sector, like other employers and the informal sector, has a responsibility to ensure health and safety ...”.

“The private sector can also contribute to lessening wider global health impacts, ... by complying with local national and international regulations and agreements that promote and protect health. ...”

A global pledge to make it happen

All for health

“Meeting these commitments requires better application of proven strategies, as well as the use of new entry points and innovative responses.”

“Partnerships, alliances, networks and collaborations provide exciting and rewarding ways of bringing people and organizations together around common goals and joint actions to improve the health of populations.”

“Each sector – intergovernmental, government, civil society and private – has a unique role and responsibility.”

Closing the implementation gap

“Since the adoption of the Ottawa Charter, a significant number of resolutions at national and global level have been signed in support of health promotion, but these have not always been followed by action. The participants of this Bangkok Conference forcefully call on Member States of the World Health Organization to close this implementation gap and move to policies and partnerships for action.”

Worldwide partnership

“This Bangkok Charter urges all stakeholders to join in a worldwide partnership to promote health, with both global and local engagement and action.”

Commitment to improve health

“Conference participants request the World Health Organization and its Member States, in collaboration with others, to allocate resources for health promotion, initiate plans of action and monitor performance through appropriate indicators and targets, and to report on progress at regular intervals. United Nations organizations are asked to explore the benefits of developing a Global Treaty for Health.”

The Bangkok Charter contains the collective views of international experts and does not necessarily represent WHO decisions or stated policies – *comment by present author.*

References

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“The concept of health promotion is positive, dynamic and empowering which makes it rhetorically useful and politically attractive. ... Further developmental work is clearly required ...”
WHO (2009) / HPI (1986).