

***Shaping public health in
South Africa through health
promotion***

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Definition of public health

- “The science and art of preventing disease, prolonging life and promoting health through the organised efforts of society” (Acheson, 1988)

Definition of health promotion

- “the process of enabling people to increase control over the determinants of health and thereby improve their health, (it) focuses not just on individual knowledge and behavior change, but also community capacity building and empowerment, and policy change” (Lin et al, WHO, http://www.who.int/healthpromotion/conferences/7gchp/Primer_Inner.pdf)

Environmental health promotion

- “any planned process employing comprehensive health promotion approaches to assess, correct, control, and prevent those factors in the environment that can potentially harm the health and quality of life of present and future generations” (Howze, et al, 2004)

So....

- Health promotion =health education X healthy public policy
(Tones and Green, 2004)

What needs to be done?

- **Individual Empowerment - Health Literacy and Health Behaviour**
- **Community Empowerment**
- **Strengthening Health Systems**
- **Partnerships and Intersectoral Action**
- **Building Capacity for Health Promotion**

Mandates

- **Strengthen health promotion approaches on the Social Determinants of Health and through Primary Health Care**
- **Help accelerate progress towards achieving the Millennium Development Goals**
- **Provide practical solutions to achieving health literacy, and working across sectors for health, as a development priority.**

Gaps: from evidence to practice

- **Evidence is not implemented in practice**
- **Evidence on health impact is not applied to public policy**
- **Countries have insufficient capacity to put health promotion into practice**
 - Well-performing health systems should have the capacity to promote health, with competent human resources and sustainably funded structures. Health systems should invest in sustainable capacity and infrastructures for health promotion.

Ottawa charter: strategies and actions

- **3 Strategies**

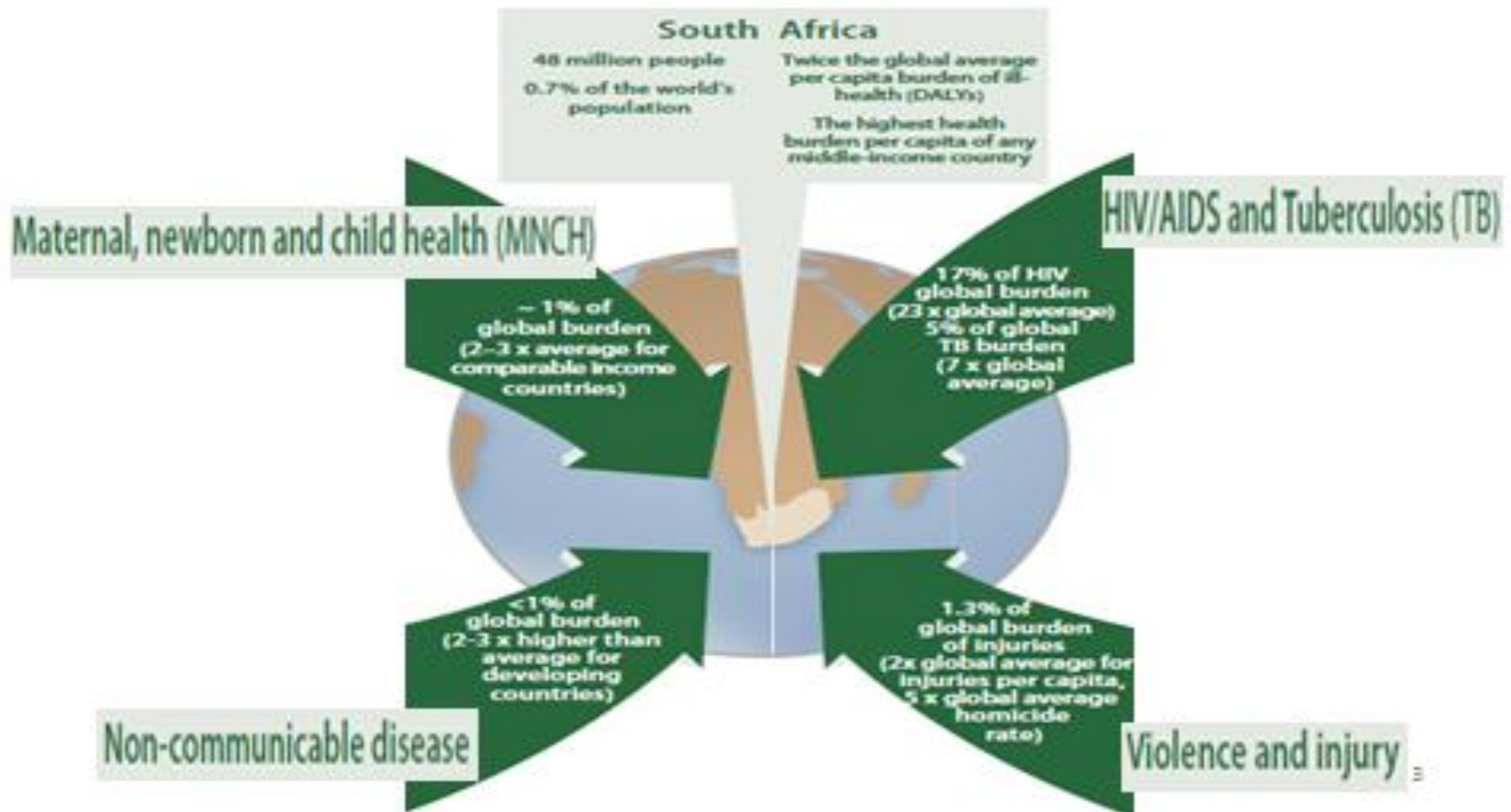
- **Advocacy**
- **Enabling**
- **Mediating**

- **5 Actions**

- **Build healthy public policy**
- **Create supportive environments**
- **Strengthen community actions**
- **Develop personal skills**
- **Re-orientation of health services**

The Lancet

South Africa's Health: Departing for a Better Future?



Health outcomes

“A Long and Healthy Life for All South Africans”

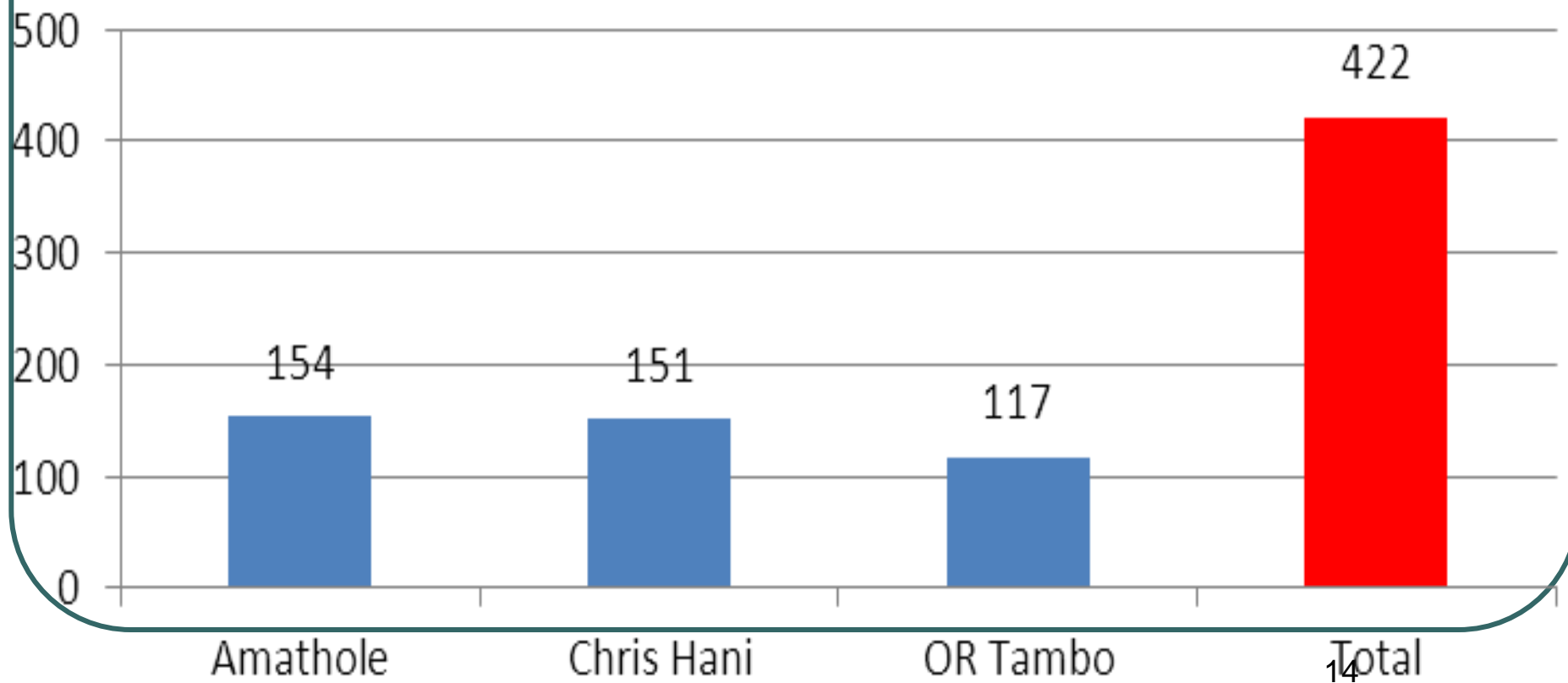
- **Output 1:** Increasing Life Expectancy
- **Output 2:** Decreasing Maternal and Child mortality
- **Output 3:** Combating HIV and AIDS and decreasing the burden of disease from Tuberculosis
- **Output 4:** Strengthening Health System Effectiveness

Rank	Risk factor	% total DALYs	Rank	Disease, injury or condition	% total DALYs
1	Unsafe sex/STIs	31.5	1	HIV/AIDS	30.9
2	Interpersonal violence (risk factor)	8.4	2	Interpersonal violence injury	6.5
3	Alcohol harm	7.0	3	Tuberculosis	3.7
4	Tobacco smoking	4.0	4	Road traffic injury	3.0
5	High BMI (excess bodyweight)	2.9	5	Diarrhoeal diseases	2.9
6	Childhood and maternal underweight	2.7	6	Lower respiratory infections	2.8
7	Unsafe water sanitation and hygiene	2.6	7	Low birth weight	2.6
8	High blood pressure	2.4	8	Asthma	2.2
9	Diabetes (risk factor)	1.6	9	Stroke	2.2
10	High cholesterol	1.4	10	Unipolar depressive disorders	2.0
11	Low fruit and vegetable intake	1.1	11	Ischaemic heart disease	1.8
12	Physical inactivity	1.1	12	Protein-energy malnutrition	1.3
13	Iron deficiency anaemia	1.1	13	Birth asphyxia and birth trauma	1.2
14	Vitamin A deficiency	0.7	14	Diabetes mellitus	1.1
15	Indoor air pollution	0.4	15	Alcohol dependence	1.0
16	Lead exposure	0.4	16	Hearing loss, adult onset	1.0
17	Urban air pollution	0.3	17	Cataracts	0.9

What is the DOH doing?

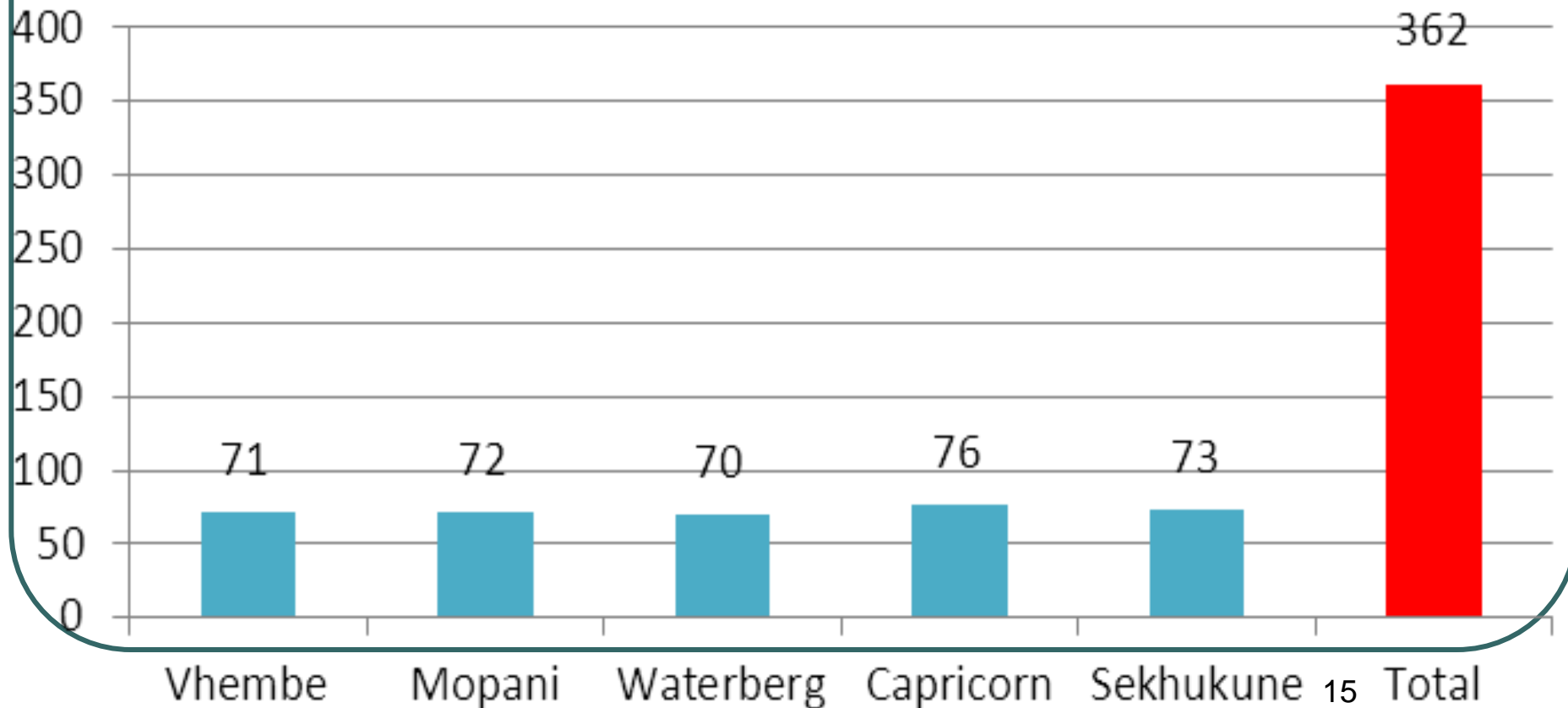
- Refocus on the social determinants of health (upstream factors)
- Development of a HP strategy
- NHI
- 3 streams of PHC re-engineering
 - Ward based PHC outreach teams
 - School health programme
 - Clinical specialists

Eastern Cape Orientation & Training Workshops for PHC Outreach Teams Participants per District



Limpopo

Orientation & Training Workshop for PHC Outreach Teams Participants per District



DOH contd

- Focus on wellness (WC example)
- Reducing alcohol use & reducing MVAs
- Significant increase in prevention wrt HIV & AIDs and TB (NSP, 2012-2016)

Conclusions

- Renewed acknowledgement of the importance of health promotion
- Need for science (risk factors), policies, implementation models & capacity
- Ability to measure change (focus on outcomes)
- Partnerships critical at all levels