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Health promotion
Prevention of risk
Action for seniors

Challenges related to classification of health promotion and disease prevention interventions

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Plan of presentation

- **problems with defining key terms**
- **overlapping of concepts**
- **multiplying dimensions**
- **bias in assigning categories**
- **ambiguity related to 'targeted area'**
- **search strategy vs. post-search classification**
- **medical patients as targeted audiences**
- **medical domains/conditions targeted**

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Problems with defining key terms

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Are existing definitions helpful?

health promotion
vs.
disease prevention



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Defining health promotion

- Green 1980
- Nutbeam 1985
- Ottawa Charter 1986
- Green & Kreuter 1991, 1999
- Dictionary of Public Health and Education 2004
- Tannahill 1990
- European Committee for Health Promotion Development, 1998
- O'Donnell 2009 (health promotion 2.0)



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Defining health promotion

- activities
- processes (underlying mechanisms)
- objectives (instrumental objectives)
- goals (ultimate outcomes)

Rootman 2001

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Defining health promotion

„Health promotion is the process of enabling people to increase control over, and to improve, their health.”

1. activities	→	...
2. processes	→	the process of enabling people to increase control over (their health)
3. objectives	→	...
4. goals	→	to improve their health

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**Strategies
&
Actions**

- STRENGTHEN COMMUNITY ACTION
- DEVELOP PERSONAL SKILLS
- BUILD HEALTHY PUBLIC POLICY
- CREATE SUPPORTIVE ENVIRONMENTS
- REORIENT HEALTH SERVICES
- ENABLE
• MEDIATE
• ADVOCATE

WHO 92513

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Health & Social Outcomes	Social outcomes measures : quality of life, functional independence, equity		
	Health outcomes measures : reduced morbidity, disability, avoidable mortality		
Intermediate Health Outcomes (modifiable determinants of health)	Healthy lifestyles measures: tobacco use, food choices, physical activity, alcohol and illicit drug use	Effective health services measures: provision of preventive services, access to and appropriateness of health services	Health environments measures: safe physical environment, supportive economic and social conditions, good food supply, restricted access to tobacco, alcohol
Health Promotion Outcomes (intervention impact measures)	Health literacy health-related knowledge, attitudes, motivation, behavioural intentions, personal skills, self-efficacy	Social action and influence community participation, community empowerment, social norms, public opinion	Health public policy and organisational practice policy statements legislation, regulation, resources allocation, organisational practices
Health Promotion Actions	Education examples : patient education, school education, broadcast media and print media communication	Social mobilisation examples: community development, group facilitation, technical advice	Advocacy examples: lobbying, political organisation and activism, overcoming bureaucratic inertia

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<h2>Defining disease prevention</h2>	
<p>„measures not only to prevent the occurrence of disease, such as risk factor reduction, but also to arrest its progress and reduce its consequences once established</p>	
<ol style="list-style-type: none"> 1. activities 2. processes 3. objectives 4. goals 	<p>→ measures...</p> <p>→ (risk reduction as a process)</p> <p>→ risk reduction (as an objective)</p> <p>→ prevent the occurrence of disease arrest its progress reduce its consequences</p>



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What is not health promotion?

- health promotion strategies are **not limited to a specific health problem, nor to a specific set of behaviours**
- (WHO) applies the principles of, and strategies for, health promotion to a variety of population groups, risk factors, diseases, and in various settings

WHO

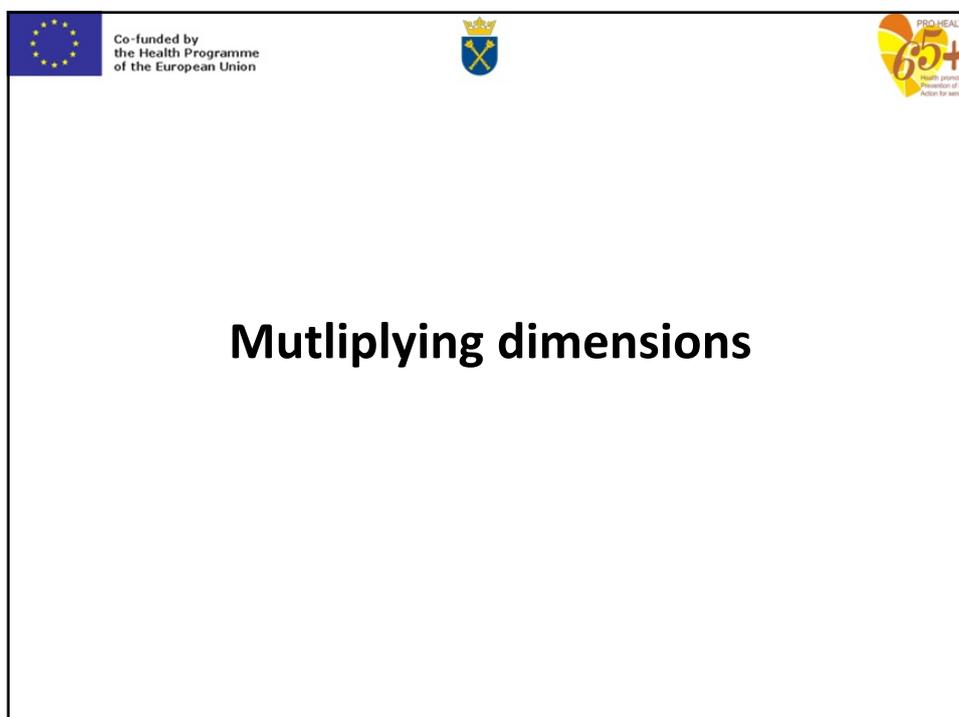
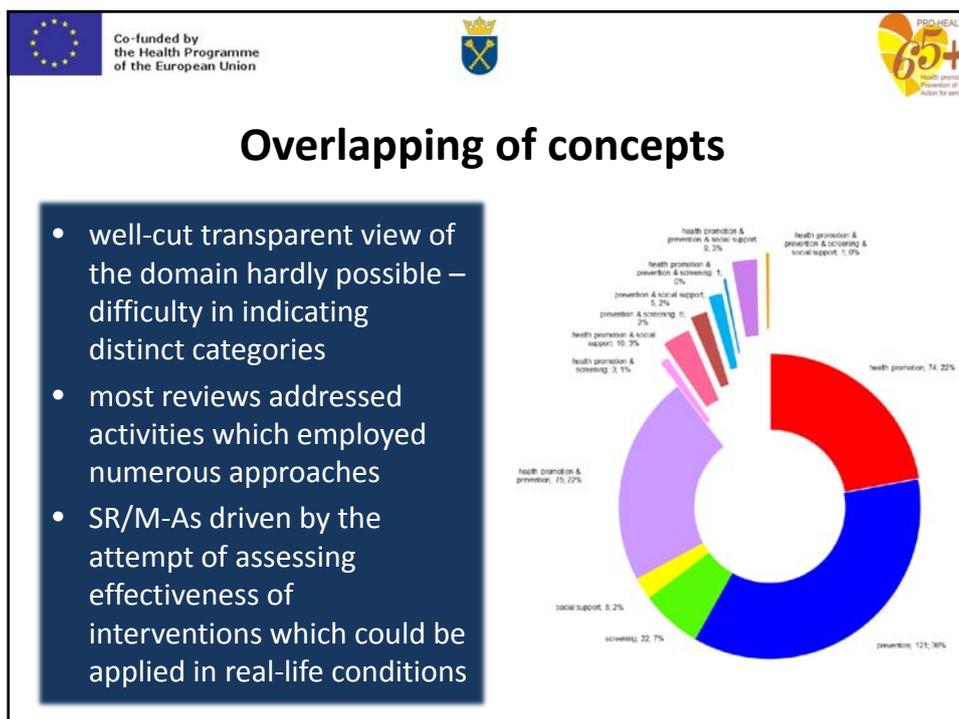


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Overlapping of concepts

- in many documents or even in organizational structures concepts of health promotion and disease prevention occur together
- same measures for implementation
- frequent combined or even interchangeable use in reports on effectiveness
- a rigid separation of health promotion from other related actions could artificially limit the scope of efficient types of interventions

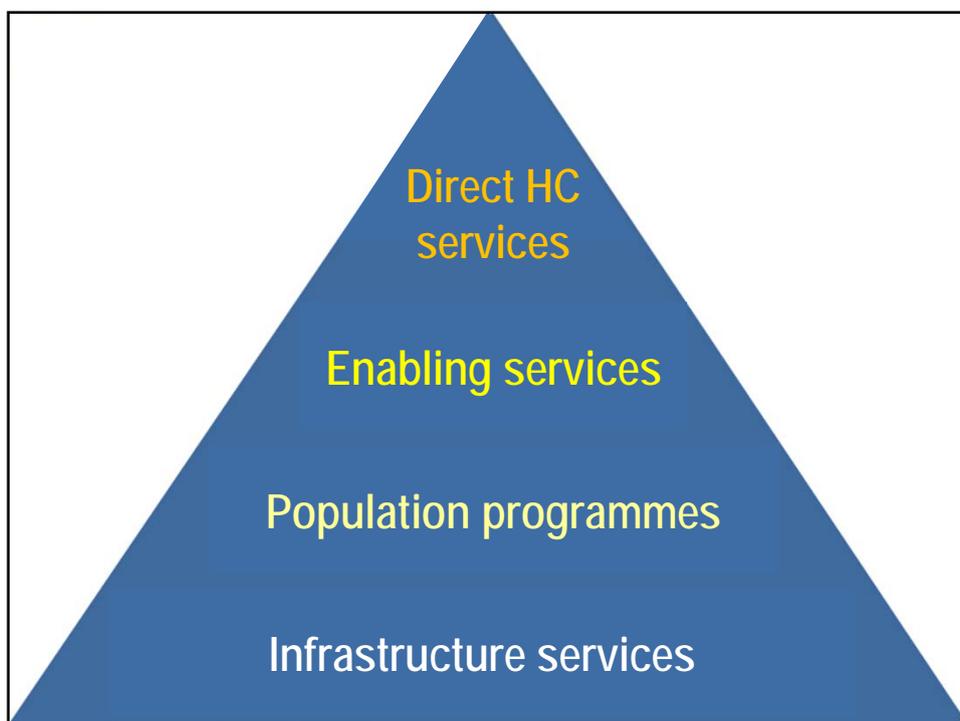


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In search of relevant taxonomy for interventions

- general area of interventions
- targeted areas
- medical conditions if feasible
- Public Health Pyramide
- Issel 1997, 2009
- McKenzie et al. 2013 (health promotion only)




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Health-related interventions (Issel 1997)

- Treating
- Assessing
- Coordinating
- Monitoring
- Educating
- Counselling
- Coaching
- Giving tangibles


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Intervention type	Direct	Enabling	Population
Treating	medical procedures, tertiary prevention	exercise classes	immunizations water fluoridation
Assessing	needs assessment	needs assessment	epidemiological assessment
Coordinating	care coordination, linking to services	case coordination, local provider networks	systems integration, disaster response planning
Monitoring	follow-up	local trends	trends analysis
Educating	skills building, information provision	job training programs	media campaigns
Counseling	psychotherapy, emotional support, CBT	group counseling, family counseling, grief counseling	news alerts and advice
Coaching	role modeling, motivational interviewing, empowerment	community development	policy formation
Giving tangibles	vouchers for food	medical supplies, loans	income supplements



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Type of intervention (McKenzie et al. 2013)

- health communication
- health education
- health policy/enforcement
- environmental changes – economic, services, social, cultural, psychological, political,
- health-related community service strategies
- community mobilization
- behavior modifying activities
- organization culture
- incentives and disincentives
- social activities – support groups, peer support/buddy support, social assemblies, social networks



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Bias in assigning categories

- the effort was made to standardize the process of classification and description of the retrieved SRs
 - list of definitions
 - double-check
 - reference to third member of the team in doubtful cases



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Ambiguity related to 'targeted area'

- categories included in 'targeted areas' may be used both in relation to the origin of delivered intervention and to the area of expected improvement
- the most visible example: the area of physical activity
 - interventions relying on specific physical exercises or physical activity may be not only a targeted area itself but may be used to obtain improvement in other areas



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Medical patients as targeted audiences

- it was assumed that general areas of interventions could be relevant for persons with diagnosed and treated medical conditions
- evidence related to interventions addressing general health issues and not specific symptoms or consequences of diseases diagnosed in these subjects
- evidence on any forms of therapeutic interventions or strategies (pharmacotherapy, surgery, physiotherapy, and others) were excluded from the scoping review



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Medical domains/conditions targeted

- retrieved systematic reviews were also, if applicable, assigned with the information about specific medical domains or conditions targeted by interventions
- this information was especially feasible for the interventions falling in the area of primary prevention and screening



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Summary



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Levels of challenge

- definitions originating from various dimensions
- overlapping of concepts/categories
- heterogenous aims (areas/outcomes)
- prevalence of complex interventions
- actually no clear ontology for the domain
- evidence reported in literature – not guided by the classification elegance but by pragmatic objectives



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Weaknesses, we are aware of ...

- many assumptions were taken arbitrarily
- some decisions about classification approach resulted from an uneasy compromise
- image of the domain not so transparent as we expected to provide