Program objectives

- to review the various modes of disease prevention and learn about precautions we can use in our daily lives
- to address the importance of health and safety
- to discuss risk assessment and health management

Outlines

- 1. Types/Levels of disease prevention and how they work and their interrelationships
- 2. Alternative health practices in health promotion and health maintenance
- 3. Health and safety campaigns/initiatives such as anti-smoking, promotion of healthy diet, road safety
- 4. Risk assessment and health management
- 5. The roles of government and citizens in environmental protection
- 6. Emergency management skills of observation, reporting and management, i.e. first aid
- 7. Relationships (family, peer, work, community) and their effects – both positive and negative – on health
- 8. Measures to enhance healthy relationships
- 9. Measures to overcome unhealthy relationships
- 10. Community needs assessment in the planning of health programs
- 11. Community involvement in the implementation of these programs
- 12. Home care and community involvement of patients
- 13. Mutual sharing and trust between public and private health care sectors
**Objectives of Disease Prevention**

- To prevent the occurrence of a disease
- To arrest the progress of the disease and reduce its consequences once established

(adopted from Glossary of Terms used in Health for All series. WHO, Geneva, 1984)

**Disease Prevention**

- Disease prevention occasionally may have overlap with health promotion in both content and strategies
- It is considered to be action that often emanates from the health sector

**Primary and Secondary Prevention**

- **Primary prevention:**
  - Preventing the initial occurrence of a disease
- **Secondary prevention:**
  - Focusing on early disease detection

**Tertiary Prevention**

- Focusing on the care of established disease
- Attempting to retard existing diseases and their negative effects
- Reducing the occurrence of relapses

**Health Promotion**

- Health promotion is one of the important elements in health management
- It is a process of letting people improve their health by increasing their control over it
- The main objective is to increase one’s control over the determinants of health and hence improve the health

**Basic Strategies for Health Promotion**

- According to Ottawa Charter, the three basic strategies for health promotion are:
  - Advocacy for health
  - Mediating between a variety of interests in the society so as to achieve health promotion in the public
  - Enabling people to attain their full potential in their health
Basic Strategies for Health Promotion (cont)

- The three basic strategies are supported by five priority action areas:
  - Healthy public policy
  - Supportive environments
  - Community action
  - Personal skills development
  - Health services re-orientation

Health Promotion in the 21st Century

- According to Jakarta Declaration, priorities are put in increasing or expanding the following five areas:
  - Social responsibility
  - Investments
  - Partnerships
  - Community capacity
  - Infrastructure for health promotion

Health and Safety Campaigns

- Defined as a combination of individual and social actions which are designed to enhance the following for a particular health goal or programme:
  - Political commitment
  - Policy support
  - Social acceptance
  - Systems support

(Adopted from WHO, Geneva, 1995)

Health and Safety Campaigns (cont)

- Health and safety campaigns can be taken by individuals and/or different health groups for:
  - Creating living conditions that can allow people to attain good health
  - Achieving healthy lifestyles (e.g. by stimulating diet modification or by raising the public awareness on environmental health)

Examples of HK Health and Safety Campaigns (cont)

- Annual Love Teeth Campaign in 2006
  - Oral health education program
  - The theme is “It's not good enough to brush twice a day. Proper teeth cleaning technique is the way!”
  - To let the public to understand the correct concept and techniques of teeth cleaning

Health Education by HK Council on Smoking and Health

- Hong Kong Council on Smoking and Health has been carrying out its health education programmes in schools
- 203 talks have been given to primary and secondary schools
- A territory-wide publicity campaign called Smoke Free Hong Kong is launched, and it included announcements in the public interest broadcast on TV and radio.

(Adopted from Primary healthcare services, Hong Kong Year Book 2006, Government Bookstore)
**Definition of Healthy Settings**

- Settings can normally be identified as having physical boundaries, a range of people with defined roles, and an organizational structure (WHO, Geneva).
- Examples of healthy settings include hospitals and healthy communities.

**Overview on Healthy Settings**

- Through a variety of settings, different actions can be taken to promote health. Including changes to the followings:
  - Physical environments
  - Organizational structures
  - Organizational administration
  - Organizational management

**Development of Healthy Settings**

- Following the Ottawa Charter and Jakarta Declaration, healthy setting programs took off predominantly in Europe and the Americas.

**Introduction to Risk Assessment**

- An initial and periodical step in a risk management process
- The principle objective is to determine the value of risk quantitatively and/or qualitatively.

**Steps to Risk Assessment**

- Step 1: Risk identification
  - Determining the potential adverse consequences quantitatively
  - Evaluating the strength of the evidence related to the potential risk
Steps to Risk Assessment (cont)

- Step 2: Sources of the hazard
  - Finding the agents and factors that are responsible for the occurrence of the risk
  - Identifying the high risk group or the susceptible populations

- Step 3: Tackling the risk
  - Propose practical measures to prevent the risk to occur

- Step 4: Evaluation
  - Evaluating the efficacies of the measures in step 3
  - Making revisions if necessary

Because risks will vary in different populations at different time, risk assessment should be done regularly.

The Roles of Government in Environmental Protection (cont)

- Roles of Environmental Protection Department (EPD):
  - Formulating policies and plans on environmental protection and conservation
  - Letting the community to aware of environmental protection and conservation issues
  - Implementing environmental protection legislation and plans
  - Involving in town planning process

(Adopted from EDP, Government of HKSAR)

The Roles of Citizens in Environmental Protection

- Roles of individuals:
  - Following the rules
  - Being aware of the importance of environmental protection

- Roles of non-governmental organizations
  - Educating the public
  - Most importantly, putting pressure on the government to force it to take their responsibilities (for example, by petition and demonstration)
Steps to First Aid
- Dial 999
- Evaluate the scene for our own safety by getting information on:
  - Location Problems
  - Dangers
  - Number of victims
  - Behavior of victims/bystanders
  - Need for additional assistance
- Obtain consent for care provision

Steps for First Aid (cont)
- Perform ABC (i.e. Airway, Breathing, Circulation and/or Defibrillation)
- Check for life threatening bleeding
- Check for cervical spinal injury
- Head to toe exam
- Vital signs examination
- Asking questions to briefly understand the medical history of the subject

Possible Dangers
- Possible dangers at an emergency scene
  - Multiple victims
  - Hostile situations
  - Fire and electricity
  - Natural disasters
  - Water/ice (e.g. flooding)
  - Hazardous material
  - Unstable structures (e.g. unstable vehicles)

Responsibilities of First Responders
- **Primary Responsibilities:**
  - Ensure self safety
  - Identify life-threatening risks
  - Provide care
- **Secondary Responsibilities:**
  - Summon other medical personnel for assistance
  - Direct bystanders
  - Keep records
  - Reassure others at scene

The Multi-dimensional Aspects of Health and Well-being
- Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO)
- Health can be consisted of three dimensions, i.e. physical, emotional and social aspects

Importance of Interpersonal Relationships in Health
- Good interpersonal relationships and success in social network development can guide towards the well-being in other aspects of health.
- Studies show that problems in interpersonal relationships may affect the mental health, and subsequently, the physical health of an individual may also be influenced.
Importance of Interpersonal Relationships in Health (cont)

- Social withdrawal may cause psycho-mental risks (such as feeling of hopelessness, loneliness, etc.), and as a result, mental and physical health may be affected.
- Besides, peer pressure or experiences caused by bad relationships between colleagues or friends may cause psycho-mental stress and affect our daily life.

An Example of Interactions of Different Aspects of Health

- For example, poor interpersonal relationships may cause stress which may lead to depression.
- As a result, the subject may experience symptoms of depression like loss of appetite, insomnia or even persistent physical symptoms (such as headaches, digestive disorders, and chronic pain) that do not properly respond to ordinary treatments.

Measures to Enhance Healthy Relationships

- To Understand, Accept & Appreciate
  - Do not solely focus on other people’s shortcomings
  - Appreciate people’s good aspects and efforts
  - Understand and accept others’ viewpoint and difficulties

Measures to Enhance Healthy Relationships (cont)

- Harmonize with Each Other
  - Try to adjust the expectations on a relationship
  - Harmonize with others’ styles and try to reach consensus.
  - A positive and mutually proactive attitude is a key in the maintenance of a good relationship

Measures to Enhance Healthy Relationships (cont)

- Mutual Respect
  - Others’ views should always be respected
  - Understand the limitations of oneself and not to be arrogant and/or over-confident

Measures to Enhance Healthy Relationships (cont)

- Treasure opportunities
  - Understand the importance of interpersonal relationship
  - Treasure every chance that can allow us to develop a positive social life

An Example of Interactions of Different Aspects of Health

- For example, poor interpersonal relationships may cause stress which may lead to depression.
- As a result, the subject may experience symptoms of depression like loss of appetite, insomnia or even persistent physical symptoms (such as headaches, digestive disorders, and chronic pain) that do not properly respond to ordinary treatments.
Measures to Overcome Unhealthy Relationships

- Define the conflict:
  - Define the issues
  - Try to empathize with the other person
- Examine the possible solutions:
  - Identify possible solutions
  - Weigh the costs and rewards of each solution
  - Test the solution mentally and in practice

Measures to Overcome Unhealthy Relationships (cont)

- Evaluate the solutions
  - Evaluate the tested solutions from different perspectives
  - Decide whether the solution should be rejected or accepted

Conflict Management Strategies

- Identify strategies used by other people to resolve the conflict
- Participate actively in resolving the conflict
- Don't avoid the arguments of the others
- Do not force other people to accept your position

Conflict Management Strategies (cont)

- Try to enhance the self-esteem of the person you're arguing with
- Avoid strategies that may disgrace the other person
- Try to focus as objectively as possible on the points of disagreement
- Do not verbally attack anyone even though they may have opinions different from yours

Community Needs Assessment in Health Planning

- Health programmes planning should including:
  - Communities and users
  - Other health care providing agencies
  - Health care managers
  - Health care professionals and workers
  - Various disciplines

(Adopted from British Council, Kathmandu, Nepal)

Community Needs Assessment in Health Planning (cont)

- A community assessment is intended to attain an overview on the surrounding agencies, systems, and community members
  - The focus of the research
  - The available resources
  - The types of information collected through the assessment depend on:
    - The focus of the research
    - The available resources
Objectives of Community Needs Assessment

- Through the assessment information, the researches should be able to:
  - Understand more about how the community operates
  - Identify the needs of the community
  - Identify the problems and deficiencies in currently existing health programs
  - Propose new strategies to tackle the current situations

MAPP Model

- MAPP stands for “Mobilizing for Action through Planning and Partnerships”

(Adopted from NACCHO)

Community involvement in Health Programs

- Degrees of community involvement in decision making (as well as the implementation) of the health programs may vary in different places
- Different levels of community authority depend on the willingness of health managers to widen the inclusion of different social groups in the issue

Community involvement in Health Programs (cont)

- Community involvement in the implementation of health programmes may take different forms, including:
  - Participation
  - Recognition
  - Support
  - Compliance

(Adopted from Leeds Institute of Health Sciences, University of Leeds)
Home-based Care

- **Home care**
  - Mainly reply on the care services provided by the family members or friends
  - Can effectively break stigma
  - Can allow people to enjoy a network of care organizations even though formal health care systems fail to provide them proper health care

Community-based Care

- **Community-based care**
  - Based on integrated service provided by locally-driven initiatives
  - Can provide experiences sharing, community support networks, formal medical supports and referrals
  - The best health care can be attained only by the integration of both home care and community involvement in care provision

Advantages of De-institutionalized Care

- According to the South African Guidelines, de-institutionalized care based on home and community-based care can:
  - Relieve the shortage of hospital beds
  - Decrease the burden on health professionals in the public sector
  - Improve the situation of hospital overcrowding and staff shortages
  - Reduce the patients’ costs of institutional care.

  (Adopted from National Dept. of Health, Government of South Africa)

Community involvement of patients

- By encouraging the home- and community-based care, the sense of public health in the society will be improved, and the community will also be empowered with more knowledge and skills in health management
  - The patients can appreciate the importance of community support, and be allowed to have more active community involvement after recovery (e.g. helping those with similar illnesses in the society)

Integration of Public and Private Health Care Sectors

- Co-operation and well-integration of the public and private health sectors can:
  - Improve the professional standards
  - Avoid over-provision of resources (especially those expensive equipments)
  - Provide higher quality of services to the patients

Integration of Public and Private Health Care Sectors (cont)

- In order to let the community to make the most of the expertise and special knowledge available, skill transfer and cross-sector training between the public and private health care sectors are required.
Integration of Public and Private Health Care Sectors (cont)

Example of the integration of health care sectors:
- Experts from the private health care sectors communicate frequently with different professionals (including those in Government departments) to resolve problems of the public health by actively involving in projects on disease prevention.

Examples of the Integration of Different Health Care Sectors (cont)
- The private and public hospitals co-operate to provide ambulatory services to those in need in order to maximize the resources in two sectors.
- The public sector engages experts (with experience in the provision of specialized services in the private sector) to work in public hospitals on a part-time basis in order to relieve the problems of staff shortages.

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References (cont)

Appendix

Important Terms in Health and Social Care

Disease Prevention
- Avoid the occurrence of a disease
- Focus on the ways to reduce people's chances of getting a disease rather than the treatments of the medical problem

Health and Safety
- Encompasses all aspects of the worker's well-being, including the avoidance of accidents and prevention of disease

Community Building
- A field of practices whose objective is to create or enhance the community between individuals within a geographic region or with a common interest
- According to Peck model of community development, there are four stages, including pseudocommunity, chaos, emptiness and community

Risk Assessment and Health Management
- Risk management is the systematic application of various strategies which integrate recognition, assessment, management and mitigation of risk
- Health management is the maintenance of health and prevention of illnesses based on the agreed strategies for maintaining good health

Health Promotion
- The main objective is to increase one's control over the determinants of health and hence improve the health
- Strategies in health promotion occasionally may overlap with those in disease prevention
Collaboration
- Co-operation and coordination between different health care sectors are very important for maintaining the high quality of health care services and the professional standards
- Collaboration between the patients and the health care professionals is essential to the success of health management

Teamwork
- Health care provision and public health management is a teamwork
- In order to ensure the success of a health programme or a health policy, community involvement in planning and implementation of those issues are extremely important

Environmental Health
- According to WHO, “Environmental health addresses all the physical, chemical, and biological factors external to a person, and all the related factors impacting behaviours”
- It focuses on disease prevention and the establishment of health-supportive environments by assessing and controlling those environmental factors that may affect health

Emergency Management
- Emergency management encompasses risk evaluation and management, and various skills in observation, reporting as well as problem-solving.
- A basic level of competence in first aid sometimes may be required in order to provide emergency management successfully

Code of Ethics in Health Care
- Codes of ethics are controversial issues. Some people think that such codes are pointless while others follow them seriously
- According to Luegenbiehl: “The adoption of a code is significant for the professionalization of an occupational group, because it is one of the external hallmarks testifying to the claim that the group recognizes an obligation to society that transcends mere economic self-interest”