

SOCIAL DETERMINANTS OF HEALTH

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Determinants of Health Definition

Conditions in the *social, physical and economic environment* in which people are **born, live, work and age**, including the **access** to the health care.

The social determinants of health

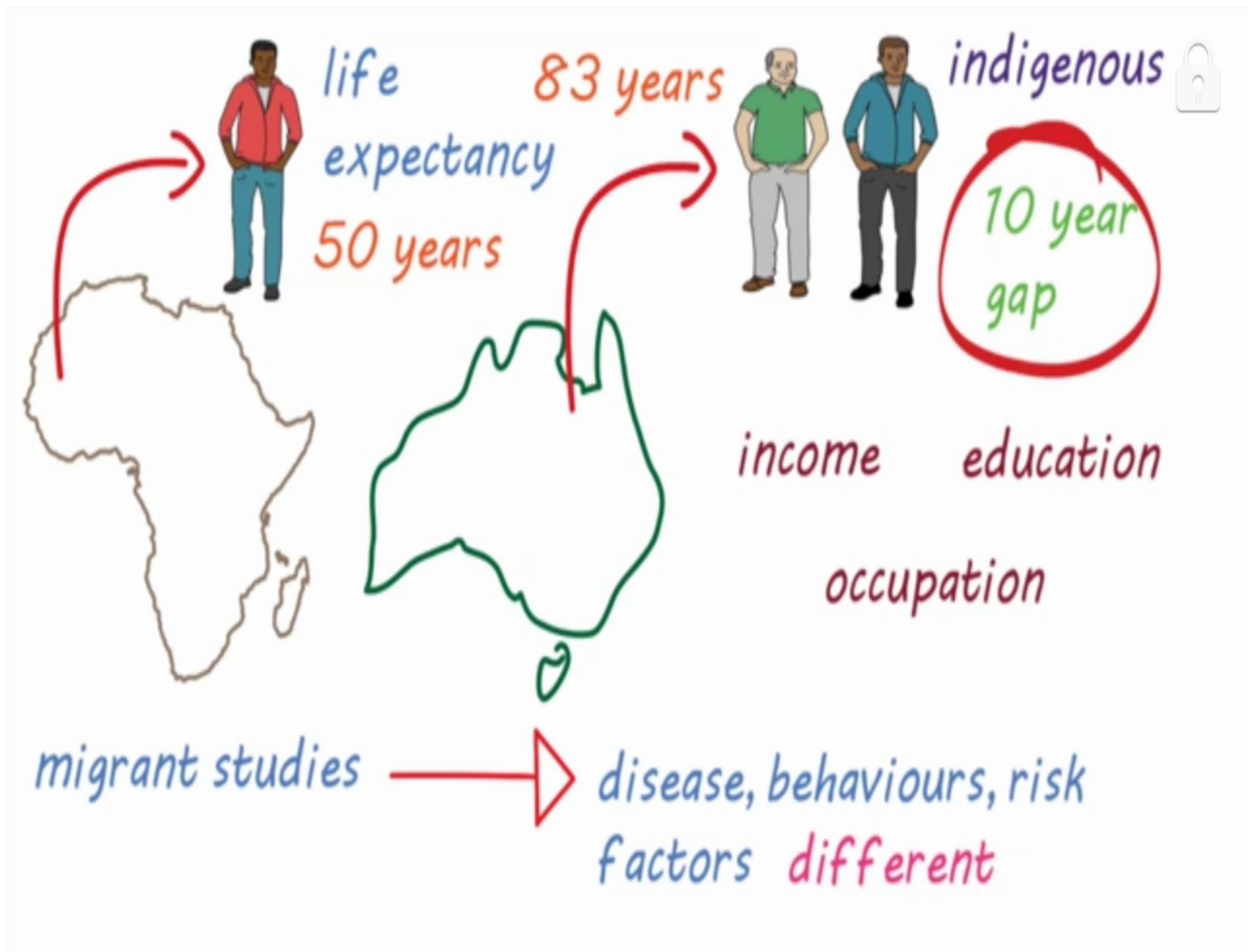
The social determinants of health(SDH)
are the non-medical factors that influence
health outcomes.

SOCIAL DETERMINANTS OF HEALTH

what is it?

how does it affect health?

framework





networks



socio-economic



cultural



environmental



health systems

conditions in which people are
born, grow, live, work
and age

social determinants of
health



money, power, resources

health inequities



smoking



physical
activity



alcohol



diet

What they do



Who they are

age

sex

genetic factors

different social determinants —→ health

many levels complex interactions

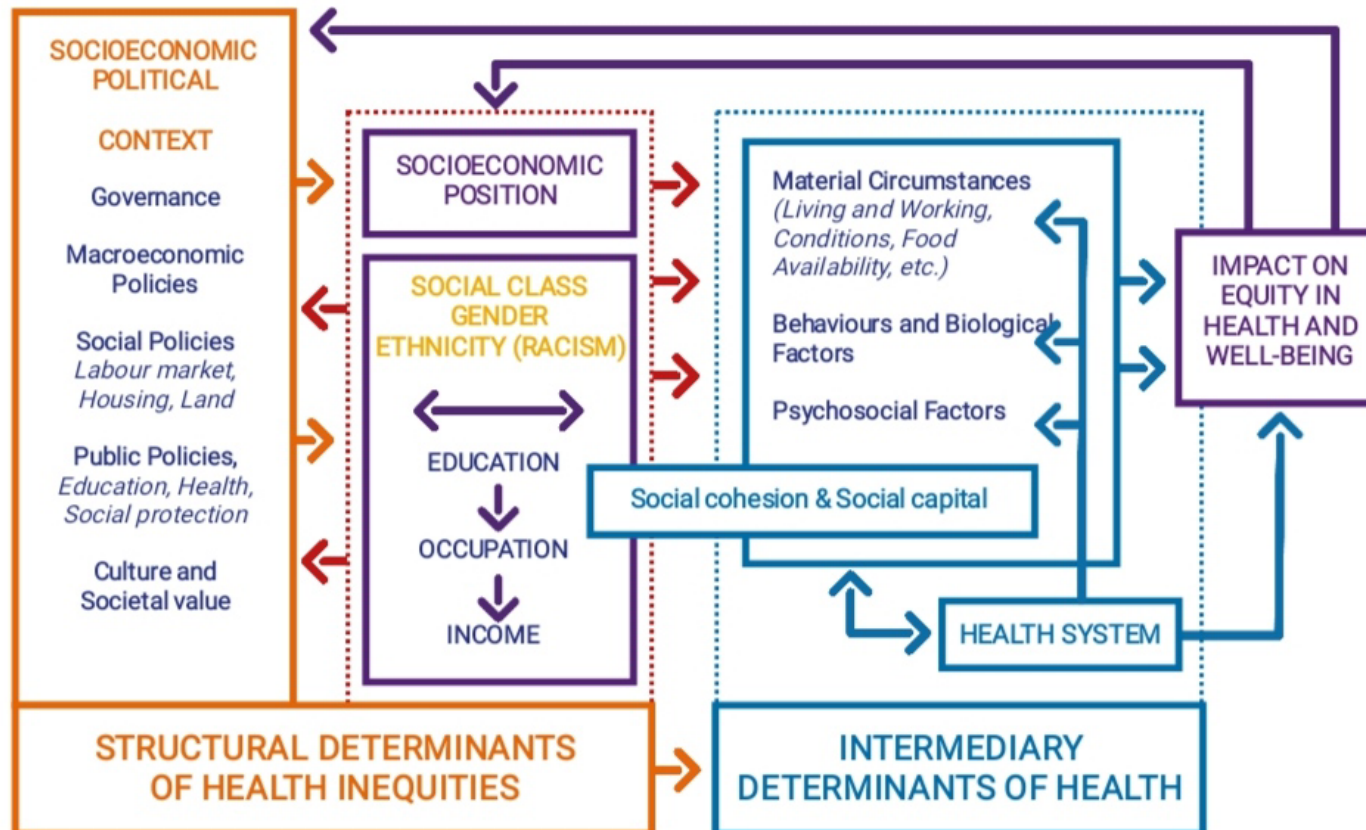
Social Determinant Frameworks

Many frameworks

WHO - Commission for Social Determinants

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GLOBAL COMMISSION ON SOCIAL DETERMINANTS OF HEALTH CONCEPTUAL FRAMEWORK (2008)



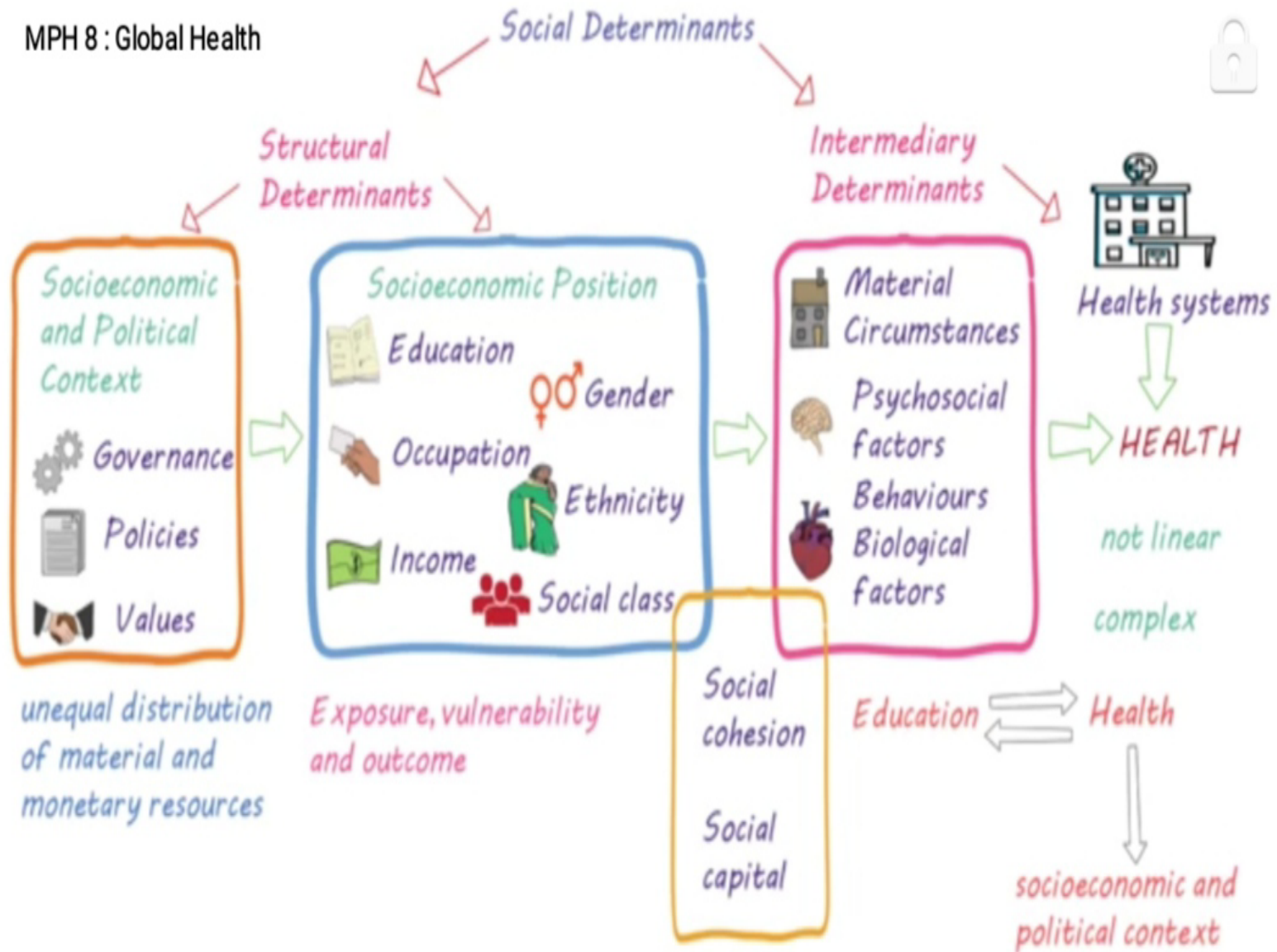


Structural Determinants



unequal distribution
of material and
monetary resources

Exposure, vulnerability
and outcome



HEALTH PROMOTION

what is it?

Ottawa charter

The health promotion movement

By the mid-1980s:

it became widely acknowledged that effective **health education** involved making healthier choices easier:

- Proposing a wider agenda which involved modifying circumstances, environment and policy to become more “health promoting”.
- So people had opportunities to choose a healthier lifestyle.
- Recognised that people’s capacity to take action was limited by environmental / social circumstances.

The first International Conference on Health Promotion was held in Ottawa on November 21, **1986**. It was at this conference **that The Ottawa Charter for Health Promotion** was adopted.

Physical
Mental
Social
wellbeing

ENVIRONMENTAL



SOCIAL



ECONOMIC

individual

health determinants

easy



difficult



HEALTH



Health Promotion Emblem

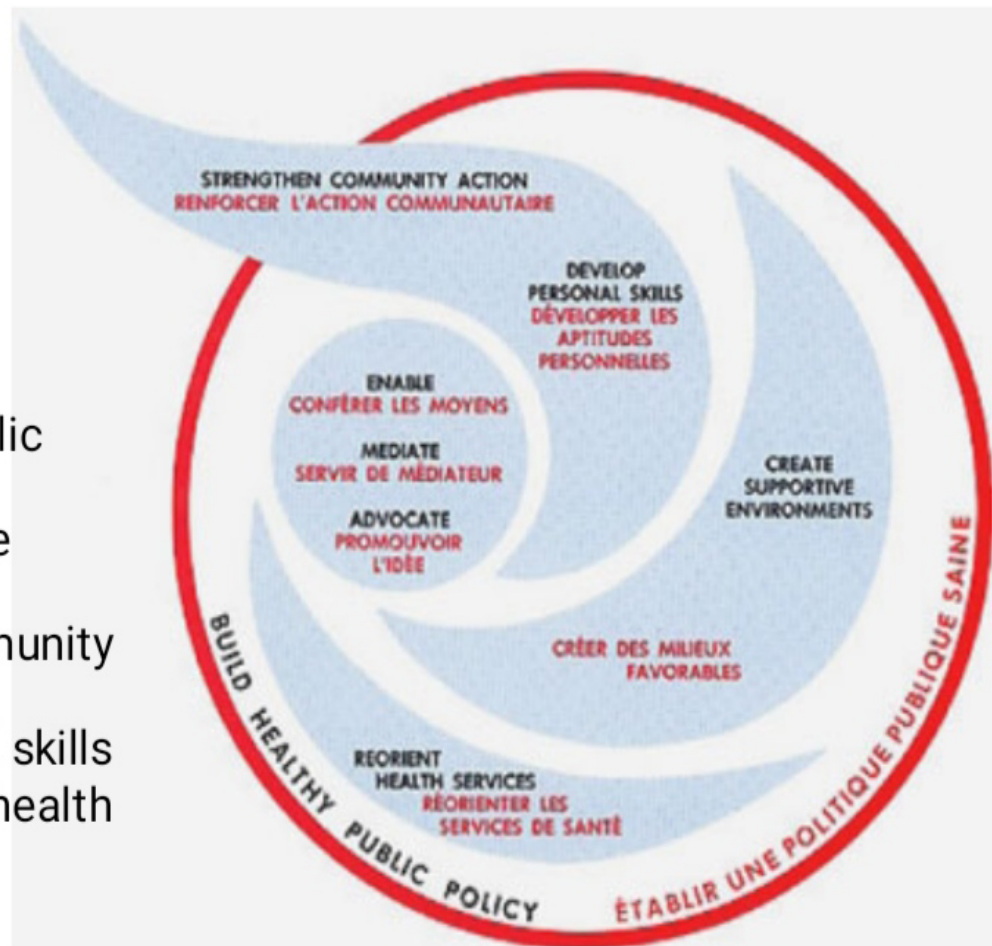
It identified:

3 basic strategies:

"enabling, mediating, and advocacy"

5 key Action Areas:

1. Build healthy public policy
2. Create supportive environments
3. Strengthen community action
4. Develop personal skills
5. Reorientation of health services



Health Promotion

Health promotion is **the process of enabling people to increase control over ,and to improve ,their health.** It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.

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The three basic strategies for health promotion are:-

There are 3 basic strategies:-

1-**Advocacy for health**;advocating to create the essential conditions for health

2-**Enabling all people**: Giving knowledge, information and skills. Health promotion is the **process of enabling** people to increase control over, and to improve their health.

3-**Mediating** between different interests in society in the pursuit of health.

Strategies of Health Promotion

1-Advocacy for health:-Is combination of individual and social actions designed to gain political commitment ,policy support, social acceptance and systems support for a particular health goal or programme. Advocacy can use mass media, multi-media or community mobilization so as **to create living conditions conducive to health.**

2-Enabling all people :means empowering them to promote and protect their health. For example by providing knowledge, information and skills.

Strategies of Health Promotion

3-Mediating between different sectors in the society in the way that promote and protect health. **Health Promotion brings together many sectors to work towards the achievement and maintenance of health and wellness.**

The Health sector alone cannot achieve a healthy society.

All sectors, both governmental and non-governmental, **need to work together**. Health Promotion can provide the link between the various sectors

STRATEGIES

Advocate

*individual and social
actions*



*political commitment
policy support
social systems*



Mediate

*individuals
communities*

*public and
private sectors*



Enable

activities

*partnership with
individuals*

empowered



HEALTH

These strategies are supported by five priority action areas as outlined in the Ottawa Charter for health promotion:

1. Build healthy public policy
2. Create supportive environments for health
3. Strengthen community action for health
4. Develop personal skills
5. Re-orient health services



1-Building public health policy

Health should be made a priority item on the agenda of policy-makers in all sectors.

- Joint action by all sectors will contribute to achieving safer and healthier goods and services, healthier public services, and cleaner and more healthy environment.
- The aim is to make the healthier choice the easier choice for all people.
- Health Public Policy should lead to the creation of a supportive environment to enable people to lead healthy live
- All relevant government sectors like agriculture, trade, education, industry and finance need to give important consideration to health as an essential factor during their policy formulation.



1. Building health public policy

protects health of
individuals
and communities

legislative
regulatory
organisational
taxation

easier to make
healthy choices

Not just health
departments
All levels and sectors
of government
other organisations



seatbelt/helmet laws



smoking restrictions



workplace regulations

2-Creating supportive environments

- A supportive environment is essential for health.
- Supportive environments cover the physical, social, economic environment.
- Supportive environments encompass where people live, work and play. This is what is envisaged by the “settings” approach. E.g. healthy buildings, roads, workplaces, homes, surroundings and schools.....etc.
- Everyone has a role in creating supportive environments for health.

2. Supportive environments



natural

built



linked to health

live work

learn

play



healthy workspaces



*restricting junk
food ads*



*links to
environment*

*increase ability of people
to make healthy choices
while in those settings*



3-Strengthening community actions to achieve well-being

Health promotion improves both the ability of individuals to take action, and the capacity of groups, organizations or communities to influence the determinants of health.

Involvement of the community in health decisions, a multisectoral and participatory approach.

Provide communities with the information and tools to take actions to improve health and well-being.

3. Strengthening community action



*collective actions of
the community to
improve their health*



4-Reorienting health services

Since lifestyle is linked to many of today's health problems, prevention and promotion should decrease the burden on secondary (curative) health care.

- Greater emphasis and resources placed on health promotion and primary health care.
- Less emphasis on purchase of high tech equipment for secondary health care.
- Equity in health care.

4- Reorienting health services



traditionally medically focused
individual curative and treatment
needs



holistic approach

'stop smoking' programs
health educator roles
improving access

strengthen protective factors
reducing risk factors
improve health determinants

5-Developing personal health skills

- ☒ Skills which can promote an individual's health include those pertaining to identifying, selecting and applying healthy options in daily life.
- ☒ Health education is life-long, so that people can develop the relevant skills to meet the health challenges of all stages of life, and to be able to cope with chronic illness and disabilities.
- ☒ Health education should be conducted in all settings.
- ☒ Information and education for personal and family health.
- ☒ Take account of values, beliefs and customs of the community.

5. Developing personal skills



*supports personal and social
development*



*information, education and
life skills*



positive health choices



online education



teaching material



health classes



Prerequisites for health:-The fundamental conditions and resources for health are:

- peace.
- shelter.
- education.
- food.
- income.
- stable ecosystem.
- sustainable resources.
- social justice and equity.

*Thank
you*

