INTRODUCTION TO HEALTH PROMOTION
Health promotion is the process of enabling people to increase control over, and to improve their health.
A FRAMEWORK FOR HEALTH PROMOTION ACTIVITIES

- Preventive health services (Primary, secondary, tertiary)
- Community-based work
- Organisation development
- Economic and regulatory activities
- Environmental health measures
- Health education programmes
- Healthy Public Policy

AREAS OF HEALTH PROMOTION ACTIVITY
A FRAMEWORK FOR HEALTH PROMOTION ACTIVITIES

KEY SOCIAL STRATIFICATION FACTORS
CLASS
GENDER
AGE
ETHNICITY

ENVIRONMENT FACTORS
Housing tenure
Environment
Regional location
Access to health services
Access to leisure facilities

LIFESTYLE FACTORS
Nutrition
Smoking
Physical activity
Psychosocial factors, e.g. stress

PHYSIOLOGICAL FACTORS
Cholesterol
Blood pressure
Obesity

C
H
D
INFLUENCE ON SMOKING BEHAVIOUR

Income
Nicotine addiction
Self-image
Stress
Locus of control
Peer group
Employment/unemployment
Taxation level on tobacco
Leisure facilities
Religion
Education
Environment
Gender
Age
Housing
Ethnic group
Advertising
Culture of society