



Health Promotion FAQs

*What is Health? What Determines Health & Well-being? What is Health Promotion?
What is Population Health Promotion? What are the Key Action Strategies, Guiding
Principles, Settings, and Life Course Stages for Population Health Promotion Action?*

Frequently Asked Questions

What is Health?

Health is “a dynamic process involving the harmony of physical, mental, emotional, social and spiritual well-being. Health enables individuals, families and communities to function to the best of their ability within their environment” (Sask Provincial Health Council, 1994). Health is more than the absence of disease, it is a resource for living.

What determines Health and Wellbeing?

Health and wellbeing is determined and shaped by our life circumstance as well as the life events and experiences we have throughout our lives. Our life circumstance includes our personal condition and the condition of the settings where we live, learn, work, and play. Life circumstances, life events and life experiences are influenced by a complex interaction of the following key determinant clusters:

- Personal – genetic endowment, developed abilities, relationships & support networks, current health status, age, gender, marital status, employment, education, financial state/income
- Societal – community services, supports, cohesion, capacity, resilience, equity
- Cultural – community/institutional values, customs, knowledge, practices, diversity
- Economic – employment opportunities, viable opportunities and capital for development, sustainability
- Environmental – natural and built environment, availability of/access to food, water, transportation
- Chance – events and experiences that are accidental or out of our control

The level or degree of our health and wellbeing can be increased or diminished by the quality of our life circumstances and life events and experiences.

What is Health Promotion?

Health promotion is the process of enabling people to increase control over the determinants of health in order to improve their health and wellbeing.

What is Population Health Promotion?

Population health promotion is taking action on the broad range of factors that determine the health of the entire population by means of health promotion strategies. It is about creating the conditions that support the best possible health for everyone, enabling people to live longer, fuller, happier lives. (Sask Health 2002). It includes strengthening the skills and abilities of individuals and communities as well as improving the economic, social, cultural and environmental conditions of the community.

How can we enable people to increase control over the determinants?

By using the Key Action Strategies of Population Health Promotion:

- Create supportive environments in our homes, schools, workplaces and neighbourhoods throughout life course
- Strengthen personal and community capacity for action by building resilience and increasing protective factors
- Develop strong collaborative intersectoral partnerships

- Re-orient the community by informing, engaging and building support for population health promotion
- Build supportive public policy to ensure equal opportunities for wellbeing for all citizens
- Take collective comprehensive action that targets the determinants (root causes)
- Evaluate and report progress regularly

By adhering to the Guiding Principles of Population Health Promotion:

- Ensure meaningful participation of the community
- Support and facilitate locally relevant, community-based action
- Use multiple strategies to simultaneously address the multiple factors that affect wellbeing
- Focus upstream to address root causes and take action on the conditions that create wellbeing
- Base decisions on evidence using research and experiential knowledge to guide action
- Use a balanced approach when taking action
- Secure equity for wellbeing

What are the Key Settings for Population Health Promotion Action?

The key settings for taking population health promotion action are the places where we live, learn, work and play (homes, schools, work places, and neighbourhoods/communities)

What are the Life Course stages used for Population Health Promotion Action?

The life course stages used to organize population health promotion action are

- Early Years – prenatal to 5 years
- School Years – 5 to 18 years
- Young Adult Years – 18 to 35 years
- Mid-life Adult Years – 35 to 60 years
- Senior Adult Years – 60 to 80 years
- End of Life Years – 80 years and older

What are some of the core Population Health Promotion activities?

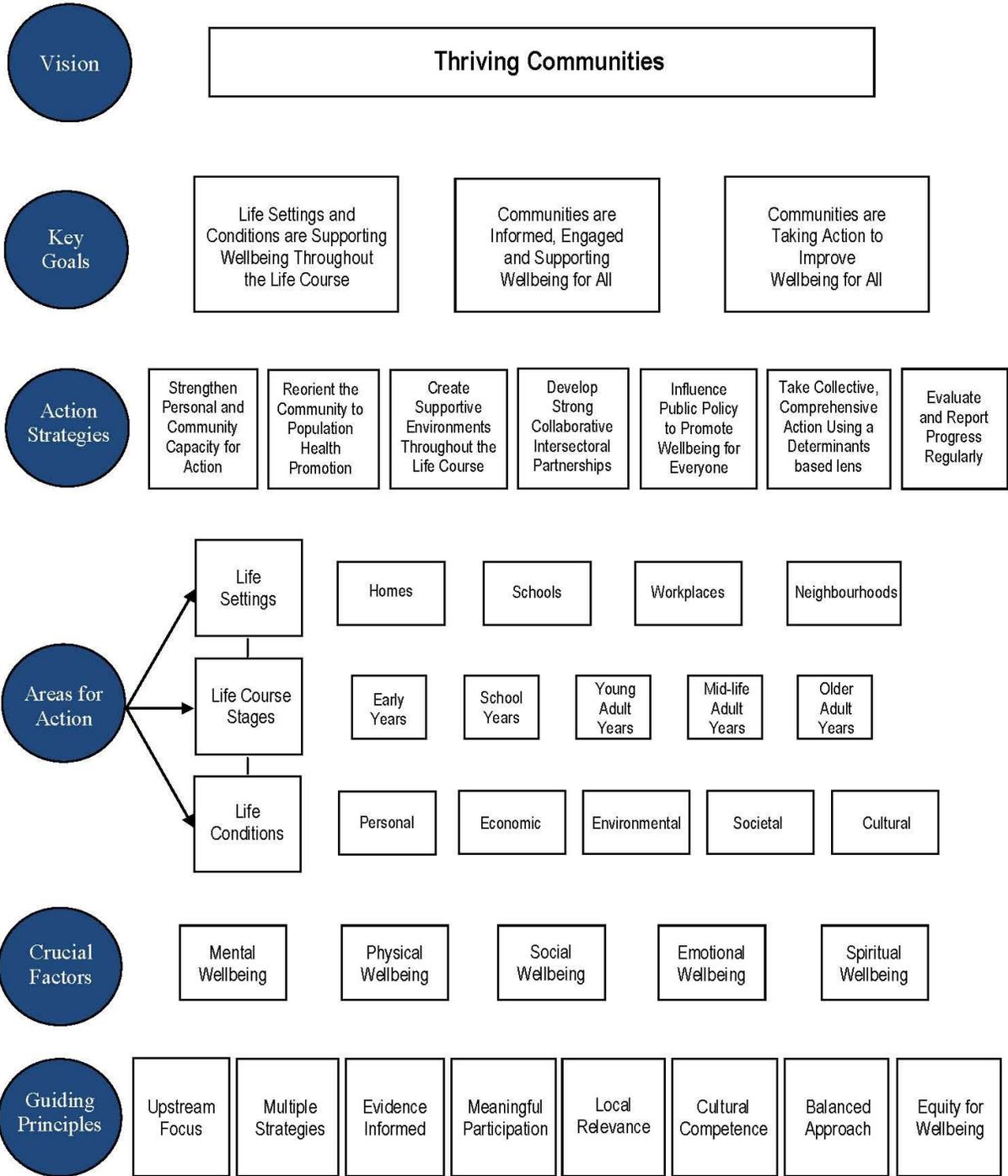
Some of the basic or fundamental population health promotion activities are to:

- Gather, generate, and disperse knowledge
- Support collaborative intersectoral partnerships to take collective action on life settings and conditions
- Build strong community support networks
- Promote and use a common, determinants-based vision, policy lens, and language
- Use effective and sustained communications
- Strengthen skills, abilities and resilience
- Celebrate milestones and report progress regularly

Who is a ‘Population Health Promotion Practitioner’?

Most health-care professionals do some degree of health promotion in their daily work. Many people in the community do health promotion work when they do things like help to create supportive environments, develop personal skills, or strengthen community action. Promoting health is **everyone’s business**. However, only a health-care professional who works **primarily** on improving the well-being of the entire population by using the guiding principles, essential practices and key action strategies of the population health promotion model should use the title of ‘Population Health Promotion Practitioner’.

Population Health Promotion Strategy Framework



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