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However, in the 1980s,
helped along by new ideas
about health promotion,
public health filled out its
vision of anti-disease
public health with a

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complementary pro-health
vision. Diseases such as
circulatory illness (heart
attacks, strokes, deep
venous thrombosis, etc.) and
cancers (especially of the
bowel, skin, breast, or
lung) became targets of new

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The first International
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Promotion was held in Ottawa

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in 1986, and was primarily a response to growing expectations for a new public health movement around the world. It launched a series of actions among international organizations, national

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governments and local
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communities to achieve the
goal of "Health For All" by
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the year 2000 and beyond.

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to thank all the attendees
of the of the 23rd IUHPE
World Conference on Health
Promotion, without your
participation the Conference
would not have been such a
success. It was a tremendous
honour for the Health

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Promotion Forum of New
Zealand (HPF) to host the
Conference in association
with the International Union
for Health Promotion and
Education (IUHPE) in
Rotorua.

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Occupational standards in
health promotion 26 summary
This chapter starts with a
discussion of the
definitions of health

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promotion, and the related
terms health gain, health

improvement, health Jr

development, health
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marketing. This is followed

by an examination of the

position of health promotion

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Health promotion is, as

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Ottawa Charter for Health
Promotion, "the process of
enabling people to increase
control over, and to
improve, their health. To
reach a state of complete

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physical, mental and social
well-being, an individual or
group must be able to
identify and to realize
aspirations, to satisfy
needs, and to change or cope
with the ...

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the science of health
behavior change and the art

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of creating a culture of
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well-being. Established in
1986, AJHP provides a forum
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that improve workplace,
school and community health.

Defining Health Promotion

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**What is Health Promotion? -
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INTRODUCTION. According to
the Ottawa Charter, 'Health
Promotion' is a health

strategy that aims to

incorporate skills and
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community development and to
create supportive

environments for health,

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endeavors to build healthy
public policy and looks at
re-orienting health services
(). The theoretical framework
for health promotion has
been provided by Lalende's
contribution on health ...

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What is Health Promotion?

Health promotion is a
behavioral social science
that draws from the
biological, environmental,
psychological, physical and
medical sciences to promote

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health and prevent disease,
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disability and premature
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death through education-
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Introduction. Health
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today than ever in

addressing public health
problems. The health

scenario is positioned at
unique crossroads as the
world is facing a 'triple

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burden of diseases,
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emerging and re-emerging
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diseases as well as the
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noncommunicable chronic

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Development, Implementation,
and Evaluation uses the
concepts of epidemiology and
collaboration to define the
real causes of chronic
diseases. The book provides

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practitioners and students
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develop cost-effective
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programs to better inform
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prevent these diseases and
their expensive
complications.

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**Developing Health Promotion
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Health promotion and disease
prevention programs often
address social determinants
of health, which influence

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modifiable risk behaviors.

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Social determinants of
health are the economic,
social, cultural, and
political conditions in
which people are born, grow,
and live that affect health
status.

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

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Health promotion is a set of actions to foster good health and wellbeing. It is not 'promotion' as in the sense of the word usually understood. Telling people how to look after their health is just one part of

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health promotion.
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Health promotion is a
fundamental aspect of the
Primary Health Care Strategy
(Minister of Health 2001)

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and will contribute to a
population health focus in
primary care. Developing a
health promotion programme
is a skilled task and should
be undertaken by those with
health promotion
competencies and experience.

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Health promotion enables
people to increase control
over their own health. It
covers a wide range of

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by addressing and preventing

the root causes of ill

health, not just focusing on

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treatment and cure.
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