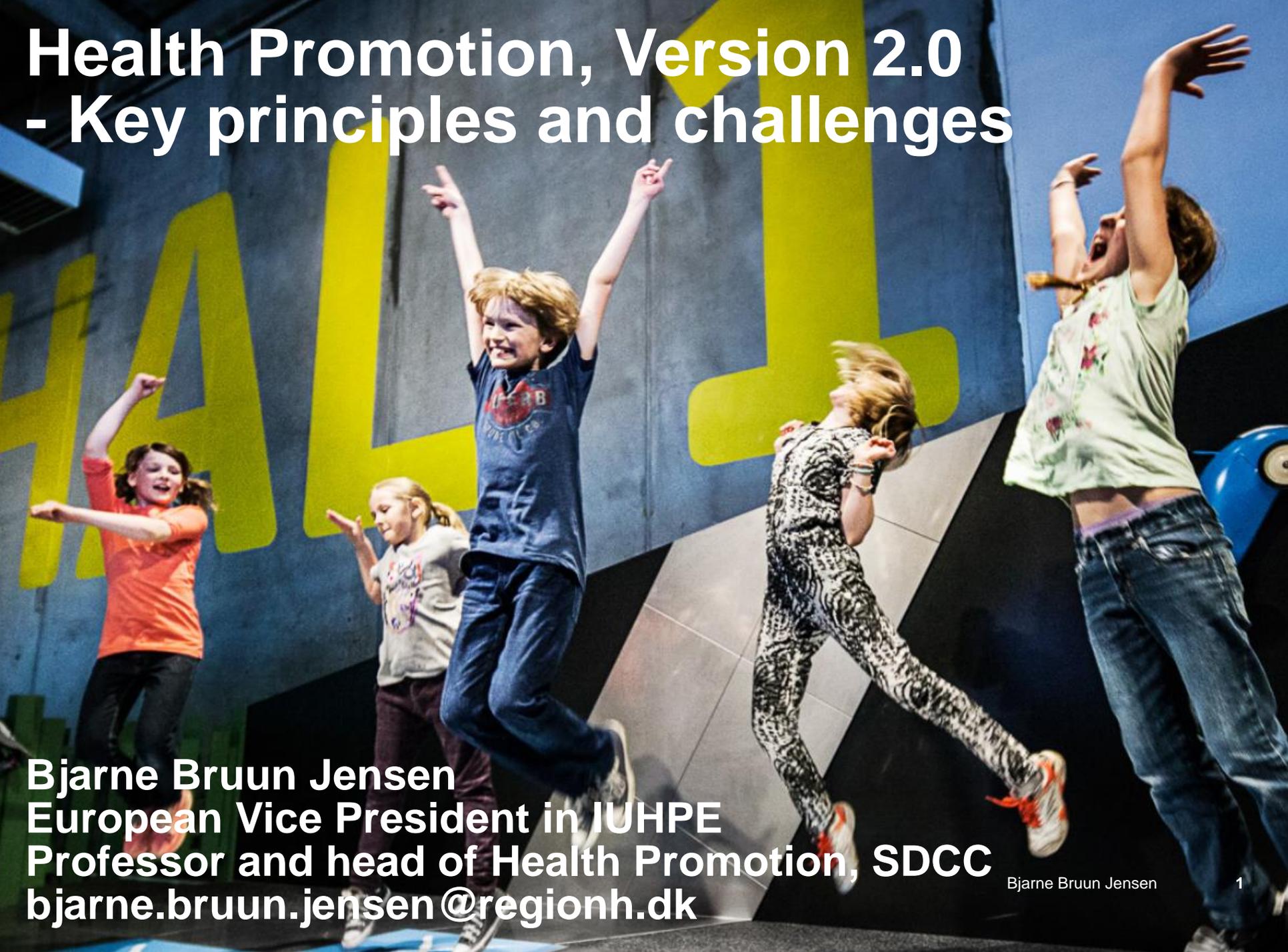


Health Promotion, Version 2.0 - Key principles and challenges

A group of five children are captured in mid-air, jumping joyfully in a gymnasium. The background features large, stylized yellow letters spelling 'HALL' on a dark blue wall. The children are dressed in casual clothing, including t-shirts and jeans. The overall atmosphere is energetic and positive.

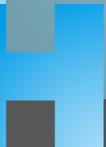
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Bjarne Bruun Jensen

Health Promotion, Version 2.0

- Key principles and challenges

- The challenge
- The momentum
- Three “simple” principles for Health Promotion
- An equation for promotion of health
- Health Promotion – version 2.0
- Health promotion research



Non-communicable Diseases - a major public health challenge

- NCDs: Cardiovascular diseases, cancers, chronic respiratory diseases and diabetes
- 36 million deaths in 2008 (63% of total)
- 80% occurred in LMIC
- 55 million in 2030 (if “business as usual”)
- Threatening health, social and economic development
- Exposure to risk factors begin in early life

(WHO, 2013: Global Action Plan 2013-2020)

Non-communicable Diseases - the momentum for health promotion



Third United Nations High-level Meeting on NCDs

**TIME
TO DELIVER**



**Third UN High-level Meeting
on Non-communicable Diseases**

27 September 2018, New York

On 27 September 2018, the United Nations General Assembly is staging the third High-level Meeting on the prevention and control of noncommunicable diseases (NCDs), which will undertake a comprehensive review of the global and national progress achieved in putting measures in place that protect people from dying too young from heart and lung diseases, cancers and diabetes.

— [Learn more](#)

WHO

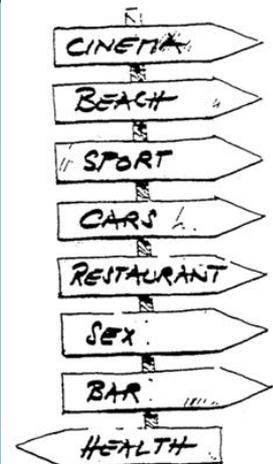
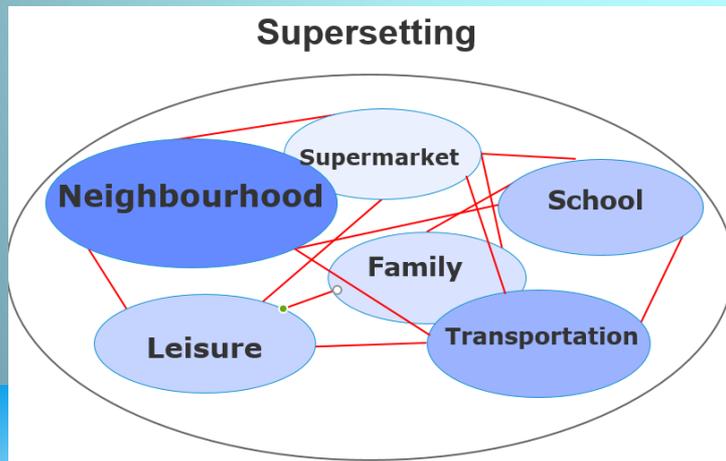
Development

Non-communicable diseases - the contribution from



Health Promotion Intervention: A few key principles

- Participation & co-creation
- A positive & broad health concept
- Setting & synergy



“Conference aims at motivating for physical activity”

Municipalities need to exchange ideas about physical activity among children and young people and share ideas about how they reach young people who are physical in-active with a message on physical activity

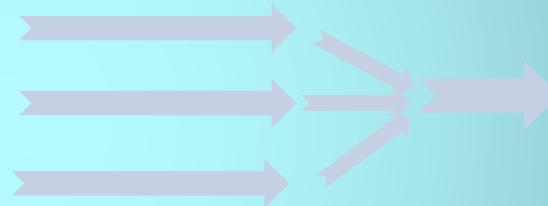
“Give play back to the children”

A Nordic conference putting focus on how play and movement can be brought back in children's everyday life

Example:

Supersetting: Crossing settings

- Aim: improve health for families with small children
- Improve synergy among:
 - Schools and day care
 - Supermarkets
 - Media (TV)
- Co-creation among all stakeholders





Example: Involving citizens in a vulnerable community



Training and
planning

Data collection in
the local
community

Data
management
and analysis

Dissemination of
the findings

Promotion of health: An equation (inspired by Keith Tones)

Pedagogy x Context x Coherence





Health Promotion, Version 2.0

Traditional Prevention

- “Top down”
- Expert driven
- Individualistic
- Quantitative eval.
- “RCT”
- Health outcomes
- Effects – but not transferable to real life contexts

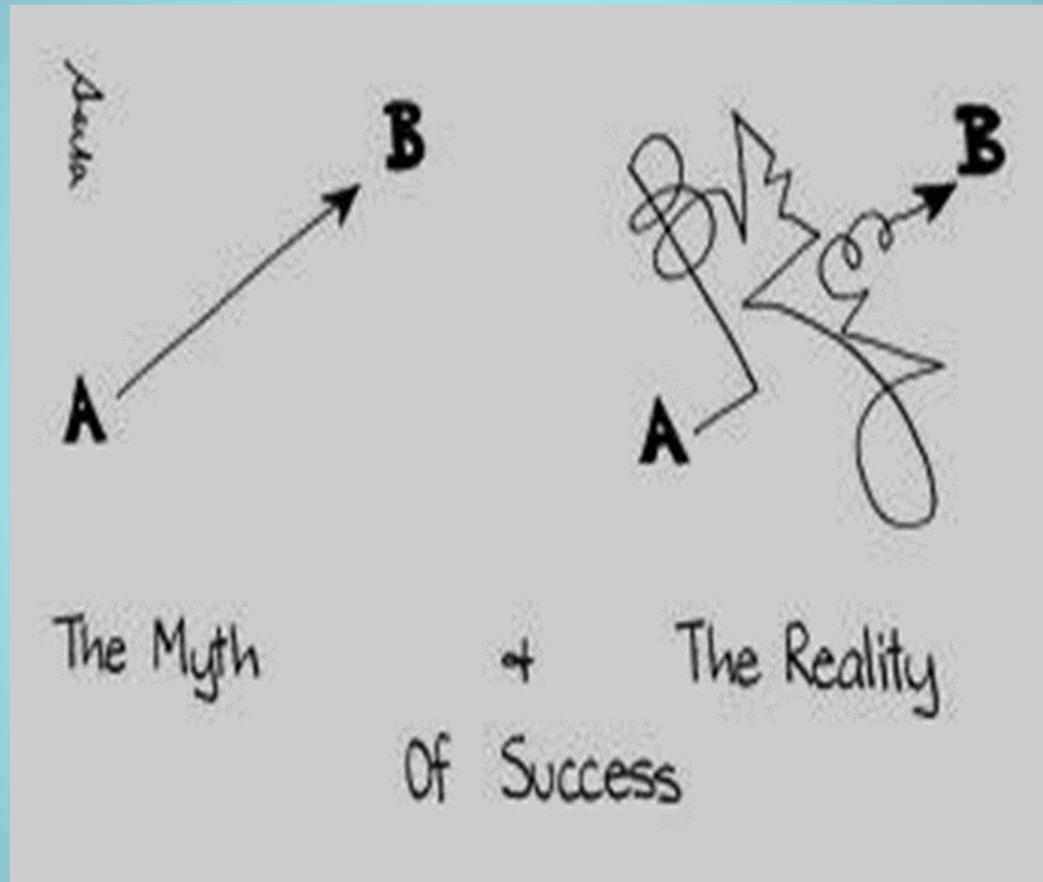
Health Promotion Version 2.0

- Dialogue
- “Co-creation”
- “The equation”
- Quanti. + quali.
- Complex interventions
- Health, social and QoL
- Evidence appearing from studies in real life

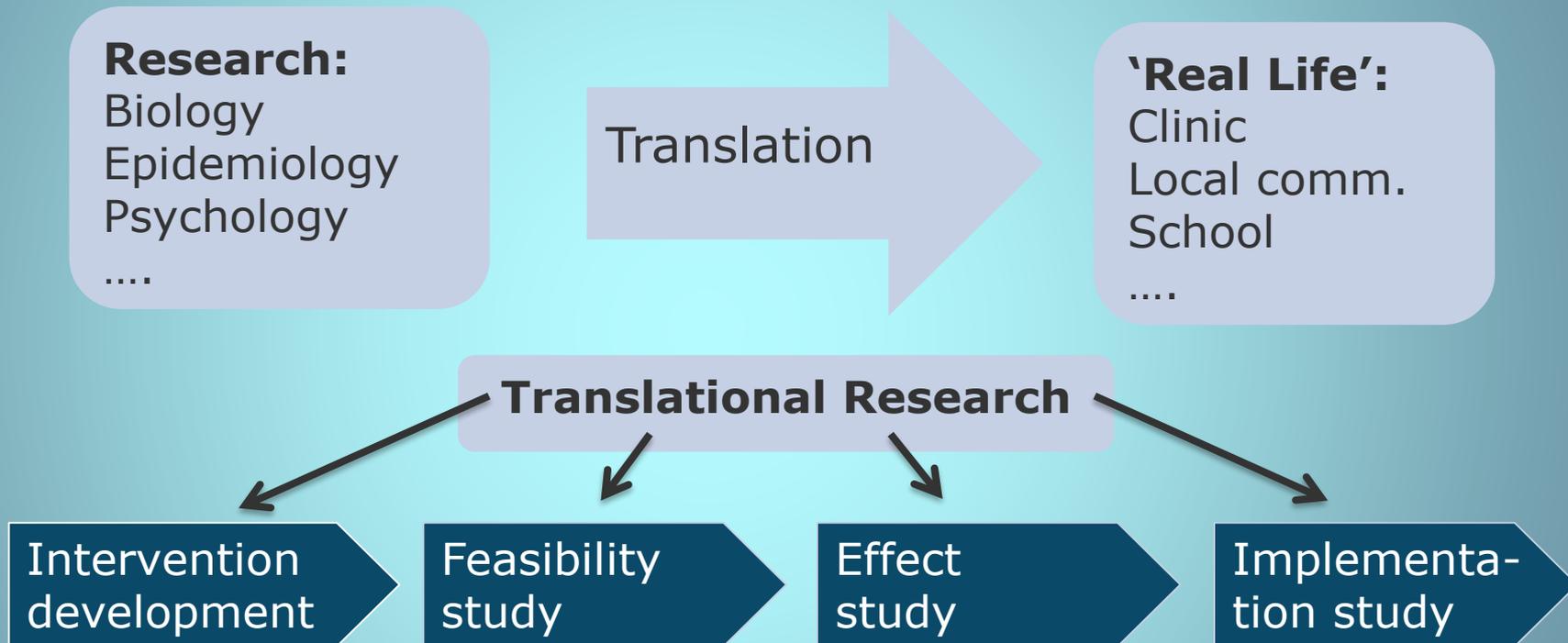
Traditional Health Promotion

- “Bottom up”
- User driven
- Structure
- Qualitative eval.
- Case studies etc.
- QoL, wellbeing
- Realistic – but limited health effects demonstrated

How to Deal With Complexity?



Health Promotion, Version 2.0: What Kind of Research is Needed?



Scientific Methods Available

Intervention development

- Design thinking
- Intervention mapping
- Action research
-

Feasibility

- Survey
- Observation
- Interviews
- Diaries
- Reports
- Case study
-

Effect

- Quasi-experiment
- Realistic evaluation
- RCT
- Case study
-

Implementation

- Health services research
- Cost-effectiveness studies
-

A Few Concluding Reflections on the “Simple” Principles

Involving local users in all phases as co-creators:

- Improves local ownership
- Ensures a tailored approach
- Leads to sustainability at the local level

Main challenges:

- Health promoters need skills to give away power and work closely with users
- Researchers need skills to work with real life interventions
- Shift in professional identity needed

Generic Principles Across Primary, Secondary and Tertiary Prevention ?

	Primary Prevention	Secondary Prevention	Tertiary Prevention
Participation & Co-creation			
Positive & Broad Health Concept			
Setting & Context			



Generic Principles Across Primary, Secondary and Tertiary Prevention

	Primary Prevention	Secondary Prevention	Tertiary Prevention
Participation & Co-creation	✓	✓	
Positive & Broad Health Concept	✓		
Setting & Context			

Does this make sense for Health Literacy, Healthy Settings and Salutogenesis?

Grabov...
Health...

... Health: Implementing Five Guiding
... Management of Diabetes. Societies 2017, 7(2)