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1. Introduction

Starting Out In Health Promotion: An Orientation, aims to give emerging professionals better access to health promotion resources. It has been designed for individuals who promote health in various sectors; including public health settings, community organizations, social services, settlement sectors, educational sectors and coalitions/advocacy groups. Health promotion is most effective through multi-sectoral collaborations and partnerships; and ensuring the inclusivity of diverse populations and communities when creating, implementing and evaluating equitable health promotion initiatives.

The purpose of this resource is to provide a 'starter pack' of introductory information and easy-to-use links that will facilitate skills building and enhance knowledge about health promotion. The first section is a brief overview of the field. The second section introduces key health promotion action areas and strategies identified by The Ottawa Charter for Health Promotion. All of this material is supported by an annotated bibliography to help you select further readings. Finally, the third section includes a guide to online and print periodicals as well as information about professional development. Consider this section your guide to keeping yourself up to date in the field of health promotion.

Welcome to health promotion!

We look forward to working with you.

Health Nexus – and in French, **Nexus Santé** – is your source for health promotion information. Our mission is to develop health promotion capacity to enhance community well-being, and advocate for policies and resources that promote health. We provide English and French services throughout Ontario and beyond. Our health promotion consultants and information specialists are pleased to connect you with the resources you need to promote health. We offer educational workshops; provide tailored consultations, expert advice and referrals; and help organizations improve partnerships to promote health. See www.healthnexus.ca and www.nexussante.ca to subscribe to our electronic bulletins, find resources and learn about our services and programs.

Starting Out In Health Promotion: An Orientation has been supported by a grant from the Ontario Trillium Foundation (2006-2008), and program funding from the Ontario Ministry of Health Promotion (2009-2010).

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Please cite this resource as follows: Health Nexus, Starting Out in Health Promotion: An Orientation, Toronto, 2010, <http://www.healthnexus.ca>

2. What is Health Promotion?

Over the past three decades, the field of health promotion has emerged as a new cost-effective and efficient way to maintain health and wellness – for individuals and communities. Health promotion helps people take control of, and improve, their own health. Rather than focusing on people at risk for specific diseases, it involves the population as a whole in the context of our everyday lives.

Health promotion activities are largely directed towards the prevention of disease and injury before they occur, and it also supports optimum health and quality of life for those who are ill, injured or living with a disability. Health promotion involves the population as a whole, rather than focusing individually on people at risk for specific diseases.

The most widely used definition of health promotion comes from the World Health Organization [<http://www.who.int/en/>]:

“a process of enabling people to increase control over their health and its determinants, and thereby improve their health.”¹

The definition above also notes that health promotion is a process that “not only embraces actions directed at strengthening the skills and capabilities of individuals, but also action directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health”. These social, environmental and economic conditions that influence our health are called the determinants of health.

Features of Health Promotion¹

What makes health promotion unique?

- Health promotion takes a holistic view of health.
- Health promotion focuses on participatory approaches.
- Health promotion addresses health inequities and aims to lessen negative impacts of determinants of health.²
- Health promotion builds on existing strengths and assets instead of just addressing health problems and deficits.
- Health promotion uses a variety of complementary strategies to promote health at the individual and community levels. Increasingly, health promotion strategies are grounded in evidence³ of what works.

¹ (adapted from HP101 course -<http://www.thcu.ca/hp101/eng/main.cfm>)

² Health inequities are avoidable and unfair differences in health between groups of the population. Determinants of health are the social, behavioural, economic and environmental conditions that are the root causes of health and illness.

³ Evidence of a strategy's effectiveness (likelihood of positive impact) is gained from research and evaluation. See page 9.

Core Readings – What is Health Promotion?

- **Ottawa Charter for Health Promotion. 1986. International health promotion conference.** [http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf]

Defines health promotion and presents fundamental strategies and approaches for health promotion. This is the central, founding international document about health promotion. It is only a few pages long and easy to read. It gives concrete examples and practical suggestions regarding how real advances can be achieved and outlines the action required.

- ❖ **Source:** Public Health Agency of Canada (PHAC) <http://www.phac-aspc.gc.ca/ph-sp/phdd/docs/charter/> or World Health Organization http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf

- **Health Promotion in Canada: Critical Perspectives (2nd ed.). 2007. M. O'Neill, A. Pederson, S. Dupéré, I. Rootman (Eds), Toronto: Canadian Scholars' Press Inc.** [<https://cspi.org/motion.asp?siteid=100366&lgid=1&menuid=5376&prodid=116948&cat=9869>]

Thematically divided into six key parts—conceptual, national, provincial, international, practical perspectives, and concluding thoughts—this contributed volume provides a comprehensive profile of the history and evolution of health promotion in Canada.

Further Readings – What is Health Promotion?

- **Health promotion glossary. 1998.** [<http://www.who.int/healthpromotion/about/HPG/en/>]

Provides an alphabetical glossary of terms and concepts used in contemporary health promotion.

- ❖ **Source:** World Health Organization [<http://www.who.int/en/>]

- **New terms for health promotion glossary. 2006.**

[<http://www.who.int/healthpromotion/about/HPG/en/>]

Published in the Health Promotion International (HPI) journal.

- ❖ **Source:** World Health Organization [<http://www.who.int/en/>] and HPI [<http://heapro.oxfordjournals.org>]

- **The Bangkok Charter for health promotion in a globalized world. 2005. International health promotion conference.**

[http://www.who.int/healthpromotion/conferences/6gchp/bangkok_charter/en/index.html]

This most recent international statement identifies major challenges, actions and commitments needed to address the determinants of health in a globalized world by

engaging the many actors and stakeholders critical to achieving health for all. Builds on and complements the Ottawa Charter.

- ❖ **Source:** World Health Organization (WHO) See also Health Promotion International Journal supplement December 2006
[http://heapro.oxfordjournals.org/content/vol21/suppl_1/index.dtl]

- **Health Promotion Planning: An Educational and Ecological Approach (3rd ed.). 1999. LW. Green, M.W. Kreuter. Mountain View (California): Mayfield Publishing Company.** [<http://lgreen.net/hpp/index.htm>]

Classic, core and constantly evolving reference. Offers the PRECEDE/PROCEED model [<http://lgreen.net/precede.htm>], an analytic approach to help planners decide what health issues to address and how to address them. Author L Green "If we want more evidence-based practice, we need more practice-based evidence." Read Review [http://www.phac-aspc.gc.ca/publicat/cdic-mcc/21-1/i_e.html]

- **Social Determinants of Health: Canadian Perspectives 2004. D. Raphael (Ed.). Toronto: Canadian Scholars' Press Inc.** [<http://www.atkinson.yorku.ca/draphael>]

It summarizes how socio-economic factors affect the health of Canadians, surveys the current state of 11 social determinants of health across Canada, and provides an analysis of affects on Canadians' health. It explores policy options for better health outcomes, and how to ensure that these options are pursued.

- **The social determinants of health: The Solid Facts. (2nd ed.) 2003. R.Wilkinson and M. Marmot (Eds), WHO Regional Office for Europe** [<http://www.euro.who.int/document/e81384.pdf>]

Available as a free pdf online, this short publication (33 pages) is an excellent introduction to the meaning and measurement of determinants of health

- **People-centred health promotion 1997. J. Raeburn and I. Rootman. - London: Wiley.**

This book discusses elements of a people-centred approach including empowerment, organizational and community development, participation, life quality and evaluation, and in practice illustrated by real-life projects. See Review at [<http://heapro.oxfordjournals.org/cgi/content/full/14/2/191>]

- **Why Are Some People Healthy and Others Not? The Determinants of Health of Populations 1994. R.G. Evans, M.L. Barer, T.R. Marmor (Eds.), New York: Aldine de Gruyter Press.**

Takes findings of a five-year study of Canadian Institute for Advanced Research to probe links between social hierarchy, factors in illness, and determinants of health. A landmark book on population health. Read review by Vivek Goel at www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1338027

- **Settings for health promotion: linking theory and practice 2000. B. Poland, L.W. Green and I. Rootman. Thousand Oaks, CA: Sage.**
[<http://www.sagepub.com/booksProdDesc.nav?prodId=Book6229>]

This book considers theory and practice in relation to settings for health promotion in the home, the school, the workplace, health care institutions, clinical general practice, the community and the state.

- **Global Perspectives on Health Promotion Effectiveness 2007. D.V. McQueen, C.M. Jones (Eds.). New York: Springer Press /IUHPE.**

Fifty-five international contributors analyze major programs and evaluate effectiveness, assessing evidence.

- **See also: The Evidence of Health Promotion Effectiveness, downloadable from IUHPE.org** [http://www.iuhpe.org/?lang=en&page=publications_report3]
- **See also: Annotated Bibliography on Health Promotion. 1997. J. Marshall et al. for World Health Organization.** [<http://www.utoronto.ca/chp/who/hpbib.htm>]

An Overview of the Field

People in many walks of life promote health. Most people engaged in promoting health aren't specialists — they are social workers, childcare workers, educators, employment counsellors, settlement workers, recreation workers or youth workers. Volunteers active in local groups concerned about the environment, self-help, neighbourhood improvement, poverty reduction or food action frequently promote health. Public health units, community health centres and universities have specialists whose job titles include the words health promotion. At Health Nexus, we call *all* of these people "health promoters."

Prevention simply means keeping something from happening. In health and social terms, it is an effort to avoid problems, especially those that reduce community well-being. It also means making efforts to reduce the incidence of diseases, disorders and poor health, as well as the environments and behaviours that can lead to poorer health.

Health promotion and prevention go hand in hand. Health promotion emphasizes processes to enable people to increase control over, and to improve, their health. Factors that affect health are:

- income and social status
- social support networks
- biology and genetics
- healthy child development

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- education
- working conditions
- physical, emotional and cultural environments
- personal behaviours and coping skills
- health services

Health promotion works with entire populations, communities, groups and individuals. It uses approaches that typically start by building on the good that is already there, rather than emphasizing what is missing. Health promotion encourages sharing, caring, participation, respect, empowerment and balance. Community engagement, collaboration and partnership are central to health promotion.

Health promotion encompasses, at minimum, five action areas:

- building healthy public policy
- creating supportive environments
- strengthening community action
- developing personal skills
- reorienting health systems

Some health promotion interventions emphasize a particular group (such as immigrants or parents) or place (such as schools or workplaces). Health promotion may focus on personal behaviours (such as smoking or physical activity), particular diseases (such as cancer or diabetes), or specific stages of life (such as early childhood or seniors).

Ultimately, health promotion thinks holistically, beyond doctors and hospital waiting lists, to the underlying reasons of why some people are healthy and other people are not.

As knowledge about what works in health promotion grows, new definitions and concepts emerge. Population Healthⁱⁱ is one such concept. Population health is an approach that addresses the entire range of factors that determine health and, by so doing, affects the health of the entire population. The main interventions used by population health are societal-level policies affecting the health of entire populations (e.g., increasing tobacco taxes). Population health does not place much emphasis on strategies promoting individual and community level change, such as education, organizational change and community mobilization.ⁱⁱⁱ Interestingly, although you might think population health and health promotion would be all one field of practice; some researchers specialize in population health. These researchers mostly specialize in acquiring evidence about socio-economic influences on health outcomes. At the front-line and intervention level, these approaches are usually fully merged.

Where does health promotion happen?

Health promotion work takes place wherever people live, work and gather. The following examples and organizations are good illustrations of this:

Workplaces

The Canadian Centre for Occupational Health and Safety (www.ccohs.ca/healthyworkplaces/) provides resources and information about the strong connection between the health

and well-being of people and their work environments. The Health Communication Unit at the Centre for Health Promotion at the University of Toronto leads a workplace health promotion project (<http://www.thcu.ca/Workplace/Workplace.html>)

Schools

The Safe Healthy Schools website (<http://www.safehealthyschools.org/>) provides access to many resources in school health promotion as well as being home to the Canadian School Health Centre and the Canadian School Health NGO Network. Health promotion in schools promotes health within and beyond the classroom, encouraging values, skills and actions that foster the healthy development of students.

Communities

“Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love” (WHO, 1986), and “‘settings for health’ represent the organizational base of the infrastructure required for health promotion”.

Action for Neighbourhood Change (<http://www.anccommunity.ca>) is an example of a settings-based health promotion (community-based) program that engages citizens to identify and find solutions to local community needs. Community programs such as these may embrace environmental, economic and health issues.

Health Nexus (<https://www.healthnexus.ca>) assists community initiatives in all its work by supporting the development of health promotion capacities to enhance community well-being, and advocate for policies and resources that promote health.

Reading – An Overview of the Field

- **HP-101: health promotion on-line course 2005**

[<http://www.thcu.ca/hp101/eng/main.cfm>]

An online course on health promotion to familiarize people with essential concepts and to support people in their health promotion work. Offers modules on foundations, health promotion in action, and building practice. Includes toolkit of resources, exercises, glossary and case studies.

❖ **Source:** THCU: <http://www.thcu.ca/>

- **Health Promotion in Canada: Perspectives and Future Prospects 2006**
[online paper] [<http://redalyc.uaemex.mx/redalyc/pdf/408/40820102.pdf>]

An overview of the development of health promotion in Canada is offered by Blake Poland with reflections on the social, political and economic context of the field. Poland discusses three key tensions in the field, some successes and a candid look at failures and shortcomings of Canadian health promotion. He closes with thoughts on future prospects and some of the challenges ahead.

- **Health Promotion in Canada: Critical Perspectives (2nd ed.) 2007. [book]**

Thematically divided into six key parts — conceptual, national, provincial, international, practical perspectives, and concluding thoughts — this contributed volume provides a comprehensive profile of the history and evolution of health promotion in Canada. Source: Canadian Scholars' Press Inc.

- **Health Promotion and Disease Prevention: an introductory article; SAMHSA 2005. [online article]**

[http://www.refugeewellbeing.samhsa.gov/PDF/Toolkit/7_Health_Promotion_Article.pdf]

This article from the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) Refugee Well-Being toolkit, provides an overview of the field of health promotion and disease prevention with an American perspective. It is intended for individuals who have little experience with the field and are interested in conducting health promotion activities.

Application, Planning and Implementation Tools

Why re-invent the wheel? Finding and using promising and evidence based practices, as well as models and tools developed by other organizations, is an important way to learn from one another as we strive to deliver the most effective initiatives possible.

Increasingly, we are able to base health promotion decisions and interventions on evidence. This involves using information derived from formal research, systematic investigation, intervention assessment and program evaluation. The intention is to sharpen our knowledge about causes and contributing factors that influence health and about the most effective health promotion actions to address these in given contexts and populations^{iv}. Research has demonstrated that the most effective health promotion uses multiple strategies, and usually involves several sectors (e.g. nursing, social services, and education). This means that research and evaluation is usually complex. It's important to glean evidence from large-scale comparative research and reviews of research. It's also important to learn from interventions perceived to have positive impact. Thus evidence is drawn from both research and practice. Increasingly, health promoters are able to identify promising practices and understand how to adapt them to work in varying contexts.

Reading – Application/Planning and Implementation Tools

- **The Canadian Best Practices Portal for Health Promotion and Chronic Disease Prevention Public Health Agency of Canada** [<http://cbpp-pcpe.phac-aspc.gc.ca/>]

An extensive website for best practice interventions, selected health promotion resources, systematic reviews and templates for planning, policy and research.

- **The Population Health Template Tool, Public Health Agency of Canada. 2001.** [http://www.phac-aspc.gc.ca/ph-sp/phdd/pdf/template_tool.pdf]

Offers a tool that organizes and consolidates current understandings of population health. Outlines eight key elements for the implementation of a population health approach and suggested actions for each. And,

Population health promotion: integrated model of population health & health promotion, Public Health Agency of Canada. 1996. [<http://www.phac-aspc.gc.ca/ph-sp/phdd/php/php.htm>]

Integrates the determinants of health and health promotion principles of the Ottawa Charter into a planning model. Describes the model, underlying values and assumptions, and how it can be used to operationalize a population health promotion approach.

- **Health Promotion Planning: An Educational and Ecological Approach (3rd ed.). 1999, LW. Green, M.W. Kreuter, Mountain View (California): Mayfield Publishing Company, 1999. [book]** [<http://lgreen.net/hpp/index.htm>]
Classic, core and constantly evolving reference. Offers the PRECEDE/PROCEED model [<http://lgreen.net/precede.htm>] an analytic approach to help planners decide which health issues to address and how to address them. Read Review [http://www.phac-aspc.gc.ca/publicat/cdic-mcc/21-1/i_e.html].
- **Health-evidence.ca** [<http://www.health-evidence.ca>] is a project and website to bring quality research and research skills to public health decision-makers. And, **Towards Evidence Informed Practice** [<http://teip.hhrc.net>] is a project of the Heart Health Resource Centre (at the Ontario Public Health Association) that has compiled information about health promotion best practices, training and learning modules, and a model to apply best practices analysis in relation to heart health and chronic disease prevention.
- **Best Practices in Health Promotion** [<http://www.idmbestpractices.ca/idm.php>] or [<http://www.bestpractices-healthpromotion.com/>] These two websites voluntarily maintained by the co-founders of a best practices model look at how combining processes and activities consistent with health promotion and a strong analysis of environmental context contribute to achieving goals.

History of Health Promotion

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* [http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf] was adopted. This important document represents a vision that continues to point the way for today's health promotion. *The Charter* highlights the conditions and resources required for health and identifies key actions and strategies for pursuing the World Health Organization's policy of "Health for All."

Canada is proud to have been an early contributor to health promotion concepts. Not only did Canada co-sponsor and host the first World Health Organization International

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Conference on Health Promotion, we produced key seminal documents. In 1974, the Federal Minister of Health, Marc Lalonde, released *A New Perspective on the Health of Canadians*.^v In 1986, then Minister of Health Jake Epp, in preparation for the international conference, released *Achieving Health for All: A Framework for Health Promotion*.^{vi}

Since the first International Health Conference in Ottawa, subsequent health promotion conferences have been held in: Adelaide (1988), Sundsvall (1991), Jakarta (1997), Mexico-City (2000) and Bangkok (2005). Each conference adds new contributions to the field.

Reading- History of Health Promotion

- **Health Promotion 101 online course, Module 2: Milestones, Ontario Health Promotion Resource System.** [<http://www.thcu.ca/hp101/eng/mod2/module2main.cfm>]
Examines the historical milestones contributing to the emergence of health promotion and the development of health promotion practice.

- **Health promotion in Canada, 1974-2004: lessons learned. 2004. Canadian Medical Association.** [http://www.cma.ca/multimedia/CMA/Content/Images/Inside_cma/Media_Release/pdf/Health-Promotion-in-Canada-1974-2004.pdf]
Offers an analysis of health promotion in Canada since the Lalonde report, and the emergence of population health as the focus of federal and provincial health policy.

- **Health promotion in Canada: a case study, 1997, Public Health Agency of Canada.** [<http://www.phac-aspc.gc.ca/ph-sp/phdd/pdf/hprpte.pdf>]
Shows how and why health promotion developed in Canada up to 1997. Illustrates the balance between policy and practice and the role of health promotion infrastructures.

- **Global Conferences on Health Promotion – World Health Organization** [<http://www.who.int/healthpromotion/conferences/en/>]

- **1st International Conference on Primary Health Care: Alma-Ata 1978.** [<http://www.paho.org/English/DD/PIN/almaata25.htm>]

3. Health Promotion Action Areas and Strategies

The prerequisites for health identified by *The Ottawa Charter* are peace, a stable ecosystem, social justice and equity, as well as resources such as education, food and income. These factors need to be examined when designing and implementing any program or activity that promotes health. Health promotion initiatives actively engage diverse populations and ensure their inclusivity in the related activities.

Key actions to promote health include building healthy public policy, creating supportive environments, strengthening community actions, developing personal skills, and reorienting health services. Read on to learn more about the importance of these five action areas and to find resources related to each one.

Building Healthy Public Policy

Health promotion puts health on the agenda of policy-makers in all sectors and at all levels; directing them to be aware of the consequences their decisions will have on the health of individuals and communities.

Readings

- **The National Centre for Collaboration on Healthy Public Policy (NCCHPP)** [<http://www.healthypublicpolicy.ca>]

This centre, based at the Institut national de santé publique in Québec, focuses on public policy with a potential impact on social, economic and environmental determinants of health. Examples include transportation, food policy, housing, or poverty.

- **Canadian Policy Research Network (CPRN)** [<http://www.cprn.org>]

A non-profit, charitable policy think tank based in Ottawa, creates high quality research that guides decision-makers, and leads public dialogue and debate on social and economic issues. Their research areas include children and youth, citizen engagement, diversity, health and human services.

Creating Supportive Environments

Environments that support health not only protect people from threats to their health but also help them to develop their abilities and to increase their level of self-reliance.

Action to create supportive environments for health may include direct political action to develop and implement policies and regulations that help create supportive environment, economic action (particularly in relation to fostering sustainable economic development) and social action.

Two examples of health promotion actions in this area are the *healthy communities movement* (which brings together people from all sectors and types of communities in

developing local policies and actions for healthy, safe communities) and *mental health promotion* (where the emotional and mental well-being of people in their work, homes, schools and communities is supported).

Readings/Resources

- **Healthy Communities Fund**

[http://www.mhp.gov.on.ca/english/healthy_communities/default.asp]

“Healthy Communities Ontario” encourages the development of new partnerships and strengthens existing ones, resulting in improved access to priority health promotion programs and services for Ontarians.

This new approach will be mobilized by the Healthy Communities Fund, which will support provincial and community organizations to plan and deliver integrated initiatives that address multiple risk factors and promote health and wellness, at all levels, across the province.

- **Canadian Mental Health Association – Mental Health Promotion Kit**

[http://www.cmha.ca/mh_toolkit/]

Provides information for communities and organizations on developing and implementing mental health promotion programs, including examples, strategies, tips and tools.

- **Victoria (Australia) Department of Human Services – Evidence-based Mental Health Promotion**

[<http://www.health.vic.gov.au/healthpromotion/quality/mhp.htm>]

Helps practitioners to understand mental health promotion, and to draw together evidence literature and practical summaries that assist in both the integration of mental health outcomes, and the implementation of effective interventions.

Strengthening Community Actions

Health promotion strategies stress the importance of community action in setting priorities for health, making decisions, planning strategies and implementing them to achieve better health and an empowered community. As health promoters, our role in community action often begins with building capacity in individuals, in organizations and in communities — supporting both partners and leaders.

Readings

- **Health Nexus** – [<http://www.healthnexus.ca/services/resources.htm>]

Resources on community and organizational capacity, equity and inclusion.

- **WellSpring e-newsletter, April 2008 - Healthy Active Communities: Creating Change in Your Community**

[<http://www.centre4activeliving.ca/publications/wellspring/2008/aprindex.html>]

This issue of the quarterly newsletter from the Alberta Centre for Active Living includes: Defining a Healthy Active Community; Leadership and Partnerships: The Key to Community Development; Community Development: The Planning Process; Thinking in Broad Terms But Starting with Specifics.

Developing Personal Skills

Helping people learn the life skills needed to deal with the demands and changes of everyday life is an essential part of health promotion.

Health literacy is one such life skill that is of current concern. It involves the ability to understand, communicate and act on health information (e.g., the ability to understanding written instructions for the use of medications, to communicate health needs to physicians, or to listen to and understand the instructions that are given). Health promoters have a key role to play in helping individuals to develop such skills and in working with health systems and care providers to help them communicate in relevant and easy-to-understand ways.

Readings

- **Health Literacy and Health Promotion – OHPE Bulletin March 20, 2008**

[http://www.ohpe.ca/index.php?option=com_content&task=view&id=9479&Itemid=78]

This OHPE Letter from the Editors highlights health literacy research and resources to help health promoters understand the issue, how it relates to practice and policy, and to build capacity to act.

- **Heart and Stroke Foundation (HSF)– Healthy Living** [<http://www.heartandstroke.on.ca>]

The Heart and Stroke Foundation Ontario Chapter offers personalized information and supports for healthy living on its website, including eating well; getting active; weighing in; living smoke-free; and reducing stress.

Reorienting Health Services

Through health promotion, health services are encouraged to embrace a more holistic approach. Among other things, this means adopting a mandate to be equitable, respect cultural needs, to make connections between the health sector and social, political, economic and environmental issues, and to focus on the intersectionality of individuals balanced against the needs of population groups.

Readings

- **Health Equity Council** [<http://www.healthequitycouncil.ca/dev/>]- The Health Equity Council is a community based organization, based in the Greater Toronto Area, engaging in advocacy, research, organizational change, capacity building, community partnerships and collaborations that enhance diversity, equity and inclusion in all facets of health and wellness.

- **Ontario Council of Agencies Serving Immigrants (OCASI)** [<http://www.ocasi.org/index.php>]- OCASI aims to achieve equality, access and full participation for immigrants and refugees in every aspect of Canadian life.

- **Knowledge Utilization - Utilisation des Connaissances (KU-UC) E-Watch on Innovation in Health Services** [<http://kuuc.chair.ulaval.ca/english/index.php>]
The KU-UC initiative trains and supports students, undertakes research, and offers a free weekly e-newsletter on knowledge transfer and innovation in health services.

- **The Canadian Institute for Health Information** [<http://www.cihi.ca>]
CIHI's data and reports inform health policies, support the effective delivery of health services. The Canadian Population Health Initiative (CPHI) is a part of CIHI.

- **Centre for Health Promotion in Hospitals and Health Care** [<http://www.hph-hc.cc/>]
This centre in Vienna, Austria is one of the hubs of the World Health Organization-linked efforts to further health promotion in hospital settings.

4. Professional Development

Key Organizations

Start your search of health promotion resources with these organizations, leaders in the field! They can provide you with selected, quality links to their own resources and to those of other organizations.

- **Health Nexus Santé** [<http://www.healthnexus.ca>, and in French, <http://www.nexussante.ca>]
Develops health promotion capacity to enhance community well-being, and advocate for policies and resources that promote health.

- **The Atlantic Health Promotion Clearinghouse** [<http://www.hpclearinghouse.ca>]
Online resource to find out more about health promotion in Nova Scotia and beyond, through resources, events and initiatives and twice-monthly E-Bulletin.

- **Alberta Healthy Living Network (AHLN)** [<http://www.ahln.ca>]
A diverse of 80 multi-sector local, regional and provincial organizations and government departments, leading collaborative action to promote health and prevent chronic disease in Alberta. And **Alberta Centre for Active Living** [<http://www.centre4activeliving.ca>] Non-profit research and education centre affiliated with University of Alberta.

- **Society for Public Health Education** [<http://www.sophe.org>] U.S.-based and focused non-profit that contributes to health education (and promotion) through continuing education, advocacy and networking opportunities.

- **World Health Organization Health Promotion Programme** [<http://www.who.int/healthpromotion/en/>] WHO has national and community-oriented programmes to strengthen evidence for health promotion; school, youth and oral health promotion; and the Department of Chronic Diseases and Health Promotion (CHP). [<http://www.who.int/chp/en/>]

Professional Associations

Associations are networks of professionals that gather and disseminate information to others in the field and generate public support for health promotion and public health services. If you aren't certain where to go to receive information or obtain resources needed for your organization or position, you may wish to contact one of the following associations for assistance.

Health Promotion Ontario [<http://hpo.squarespace.com/>] This is the major network of individual health promoters in Ontario. Many members work in public health units; individuals working in other settings are very welcome. Health Promotion Ontario is a constituent society of the Ontario Public Health Association. There is no equivalent national network.

International health promotion and education associations:

- **Society for Public Health Education** [<http://www.sophe.org/>]. Often referred to as SOPHE, this is the key U.S. organization.
- **International Union for Health Promotion and Education** [<http://www.iuhpe.org>] This international network has a North American group, in which Canadians are very active. The last international conference was held in Vancouver in 2007.

Related health associations with commitment to health promotion

- **Ontario Public Health Association** [<http://www.opha.on.ca/>] and **Canadian Public Health Association** [<http://www.cpha.ca/>]. Because so many health promoters work within public health, public health associations are key contacts. Other provinces have voluntary associations, as well.
- **Association of Ontario Health Centres** [<http://www.aohc.org/>] and **Canadian Alliance of Community Health Centre Associations** [<http://www.cachca.ca/>] These associations are comprised of community health centres, although individuals can be associate members. An informal network of health promoters linked to community health centres in the Toronto area formed in 2007.
- **Ontario Hospital Health Promotion Network** [<http://www.grhosp.on.ca/pdf/HHPNBrochure3.pdf>] This site provides a flier about the Ontario Hospital Health Promotion Network and contact information to reach health promoters working in clinical and hospital settings.

Training

Health promoters need to consider continuing education and professional development to stay current, just as other professionals do. In a field as diverse as health promotion, there are many opportunities for lateral and upward career movement that can be made easier with ongoing education.

Let's take a closer look at two types of health promotion learning: continuing education and distance learning.

Continuing Education

Looking for a refresher? Or do you need an introduction to health promotion in general or to a specific part of the field? Then short-term, non-degree courses and programs of continuing education may be for you.

Starting Out In Health Promotion: An Orientation

Summer institutes or health promotion summer schools often offer a condensed health promotion primer in addition to specialized sessions on a wide range of topics — from capacity building to social marketing. The summer school format is geared to meet the needs of learners at many stages, from the relative newcomer to the skilled practitioner looking for a specific focus.

Several community colleges offer health promotion courses, sometimes as part of other programs such as nursing, and others as specialized programs, such as workplace health promotion and fitness and health. University programs offer degree and diploma options.

Resources

- **Learning Health Promotion – many journeys, many paths. 2004 & 2007 (updated).** A. Stirling & K. Churchill; OHPE Bulletin#350 and OHPE #530 [http://www.ohpe.ca/index.php?option=com_content&task=view&id=238&Itemid=78] and [http://www.ohpe.ca/index.php?option=com_content&task=view&id=8894&Itemid=78] This article and resource listing examines the formal, informal, short-term and continuing education opportunities available in Canada to support the core skills required by health promotion practitioners.
- **Colleges and university programs in health promotion and public health** in Ontario and beyond, as well as continuing education programs are listed, with updated links, in the OHPE Bulletin #530 August 31, 2007. [http://www.ohpe.ca/index.php?option=com_content&task=view&id=8891&Itemid=64]

Distance Learning

For those already actively working in the field of health promotion, distance learning can be an ideal fit. Online modules about health promotion can be completed at the learner's convenience from any computer with Internet access and allows the learner to progress at their own speed. Find out if Distance Education courses are for you, try the short quiz, "Are you Ready for On-Line Learning" at: [<http://www.ontariolearn.com/index.php?page=areyouready>]

Resources

- **Skills Online** – Public Health Agency of Canada's online modules, are offered free over 8-weeks during Fall, Winter, and Spring, to help public health practitioners strengthen their skills. [http://www.phac-aspc.gc.ca/sehs-acss/training_modules_e.html]
- **OntarioLearn.com** is a consortium of 22 Ontario Community Colleges dedicated to developing and delivering online courses, and offers more than 800 courses to thousands of online students each semester. [<http://www.ontariolearn.com>]
- **Canadian Virtual University**® (CVU) is a partnership of 12 universities that offers complete degrees, diplomas, and certificates, online through distance education. [<http://www.cvu-uvc.ca>] .

Keeping Current

Because health promotion is a diverse field, covering issues that affect well-being in multiple places with diverse populations, staying abreast of the latest news and advances can be challenging! The following web resources offer news and links you can use to keep up to date.

Current news and resources on health promotion and the determinants of health can also be found on active listservs. Listservs are usually maintained by associations and organizations. Subscribers are typically members of that organization, or health promoters with an interest in the listservs' goals or approved topics of discussion. Joining listservs is a way to receive information and resources in the field, and to develop contacts with other professionals. Two of the most popular listservs related to the field are CLICK4HP and Social Determinants of Health (SDOH).

Also be sure to check the headlines on the *Health Nexus Today*, our bilingual weblog. It is the only blog (so far) that specializes on health promotion and the determinants of health. It offers news, headlines, issues and views. Posts are written by Health Nexus staff. Anyone may comment.

Other information can be found at *Health Promotion Ontario*, a blog for members of this professional association [<http://hpo.squarespace.com/>]; at the Workplace Health program of the Health Communication Unit [<http://www.thcu.ca/Workplace/Workplace.html>]; and in health libraries, such as *Shelved in the W's*, a blog by Winnipeg health librarian Mark Rabnett that covers public health issues and research such as health literacy, sexual health education programs, and communication strategies [<http://shelved.blogspot.com/>].

Further Readings - Keeping Current

A. E-Bulletins, Listservs, Weblogs & Newsletters

- **Ontario health promotion e-mail bulletin (OHPE)** [<http://www.ohpe.ca>]

Contains articles about workshops, conferences, projects, issues, job postings, resources, and feature reports on health promotion topics. Allows searching by subject, keyword, and section, to back issues.

- **Le Bloc-Notes Bulletin d'information en promotion de la santé** [<http://www.leblocnotes.ca>]

Health Nexus's French language bulletin published every third week. Includes articles, conference listings, resources, announcements about new programs and job postings.

- **Archives of CLICK4HP @ YorkU.ca: health promotion on the Internet**

International sharing of HP information, co-operation among health promoters, and discussion

- **Archives of SDOH @YorkU.ca: social determinants of health**

An international forum for those concerned with the latest developments in theory, research, and practice regarding the social determinants of health (economic and social conditions that influence health).

- **Health Nexus Today Weblog** [<http://www.blogs.healthnexusante.ca/>]

Bilingual blog on health promotion. The only blog (so far) on health promotion and determinants of health, offering news, headlines, issues and views in English and French. Posts are written by Health Nexus Santé staff. Anyone may comment.

B. Cumulative / Magazines

Regular bulletins, magazines and research updates from health promotion organizations provide a valuable source of resources, practices and research. Here are examples of magazines in active living, mental health, and community/social issues.

- **Wellspring** publication of the Alberta Centre for Active Living provides information on best practices, topical issues, recent research, and policy in the active living/physical activity field. [<http://www.centre4activeliving.ca/publications/wellspring.html>]

- **Mental Health Notes** A free weekly newsletter published by CMHA Ontario, featuring mental health news and events. [http://www.ontario.cmha.ca/mental_health_notes.asp].

- **Community Action** Available in print and by email, this newspaper offers news and information on community services in Canada [<http://www.communityaction.ca>]

C. Journals⁴

Title	URL	Open Access
Health Promotion International	http://heapro.oxfordjournals.org/	Full Text after 1 year + selected current content
Health Promotion Practice - SOPHE member journal	http://hpp.sagepub.com/	Subscription only, some selected content open
Health Education Research	http://her.oxfordjournals.org/	Full Text after 1 year + selected current content
Health Education & Behavior – SOPHE	http://heb.sagepub.com/	Subscription only, some selected content open
Chronic Diseases in Canada	http://www.phac-aspc.gc.ca/publicat/cdic-mcc/index-eng.php	Full Text
Preventing Chronic Diseases	http://www.cdc.gov/pcd/	Full Text
Promotion & Education – IUHPE journal	http://www.iuhpe.org/?lang=en&page=publications_journal1_index	Subscription, 3 months open + select content

Endnotes

ⁱ World Health Organization. [definition of] Health promotion. Health Promotion Glossary, 1998 <http://www.who.int/healthpromotion/about/HPG/en/>

ⁱⁱ N. Hamilton and T Bhatti (1996) Population Health Promotion: An integrated model. Health Canada. Accessed May 10, 2008 at <http://www.phac-aspc.gc.ca/ph-sp/phdd/php/php.htm>

ⁱⁱⁱ Health Promotion 101 Online Course, Module 1 Definitions and Concepts. OHPRS. Accessed May 10, 2008 at <http://www.ohprs.ca/hp101/mod1/module1c9.htm>

⁴ Adapted from OPHLA (www.ophla.ca/resources.htm): Open Access Public Health E-Journals, with reference to The Health Communication Unit (TCHU) "List of journals of interest to health promotion and health communication practitioners", which can be found online in OHPE

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^{iv} BJ Smith, KC Tang and D Nutbeam. (2006) WHO Health Promotion Glossary: new terms. Health Promotion International 20(4). <http://www.who.int/healthpromotion/about/HP%20Glossay%20in%20HPI.pdf>

^v Lalonde M. *A new perspective on the health of Canadians: A working paper*. Ottawa, ON: Health & Welfare, Canada; 1974.

^{vi} Epp J. *Achieving health for all: A framework for health promotion*. Ottawa: Health and Welfare Canada; 1986.