Health Promotion Foundations - Module Three

1. HP101 Module Three Introduction to Models and Theories

1.1 HP101 Module Three

Notes:

In this module, we will introduce different health promotion models or ways of looking at health issues. We will examine how our choice of model influences our perception of the causes of health issues, and the strategies we use to address them. We will also introduce and define health promotion theory, which we will explore in more detail in the next three modules. This module will take fifteen minutes to complete.
1.2 Terms of Use

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Notes:

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1.3 Navigation Menu

Notes:

Throughout this module, you will see these icons. To be reminded of what they mean, please refer to the help tab at any point during the module.
1.4 Navigation Menu

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<td>Glossary</td>
<td>The glossary tab provides definitions of key words highlighted in this module.</td>
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<td>The menu tab outlines each section in the module. By clicking on a menu title, you can navigate to that section.</td>
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<td>The resources tab contains further reading, and a complete list of references.</td>
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Notes:

In the upper right hand corner of the slide, you will see a selection of ‘tabs’.

The glossary tab contains definitions of key words used in this module.

The help tab reviews the function of each icon.

The menu tab provides a list of all the sections in the module and allows you navigate to any one of them.

The resources tab contains further reading options, and a complete list of references for this module.

The transcript tab contains a full transcript of each slide.
1.5 Learning Objectives

By the end of this module, you will be able to:

1. Explain different ways of looking at health and illness.
2. Recognize how different perspectives influence the solutions we choose.
3. Explain the purpose and origins of health promotion theory.

Notes:

Explain different ways of looking at health and illness, recognize how the way we define a health problem influences the solutions we choose to address it, and explain the purpose and origins of health promotion theory.
What causes heart disease?

This seems like a simple question, but if you ask three different health professionals, you may get three different answers.

Scroll over each silhouette to discover what these health professionals think are the causes of heart disease.
Notes:

The different ways of looking at health can be grouped into three broad categories: The Biomedical Model, The Behavioural Model and the Socio-environmental Model.

Click on each image to find out how health is viewed through the lens of each model.

Biomedical: within the biomedical model, health is viewed as an absence of diseases or disorders

Behavioural: within the behavioural model, health is seen as the product of behaviours and habits

Socio-environmental: within the socio-environmental model, health is seen as the product of social, economic and environmental determinants that provide incentives and barriers to health.
Biomedical (Slide Layer)

THREE MODELS OF HEALTH

BIOMEDICAL
Health is the absence of diseases or disorders

BEHAVIOURAL
Health is the product of behaviours and habits

SOCIO-ENVIRONMENTAL
Health is the product of social, economic and environmental determinants that provide incentives and barriers to health

Behavioural (Slide Layer)

THREE MODELS OF HEALTH

BIOMEDICAL
Health is the absence of diseases or disorders

BEHAVIOURAL
Health is the product of behaviours and habits

SOCIO-ENVIRONMENTAL
Health is the product of social, economic and environmental determinants that provide incentives and barriers to health
1.8 Three Models of Health

Notes:

Each model lends itself to a different view of what constitutes a
health ‘problem’.

Click on each image to view examples of problems that might be identified by a person embracing a particular model.

To demonstrate how these different viewpoints affect the actions taken to address an issue, let’s look a little more closely at our heart disease example in the next three slides.

1.9 Heart Disease: Biomedical

Notes:

The biomedical model focuses on the absence of disease and disorder. Viewed through this lens, the causes of heart disease include hypertension, family history and hypercholesterolemia.

These causes indicate solutions such as medication, and modification of lifestyle factors such as a low salt and cholesterol diet.
1.10 Heart Disease: Behavioural

Notes:

The behavioural model focuses on the role of individual behaviours such as smoking, substance use, poor eating habits, and one’s ability to deal with stress. Viewed through this lens, the causes of heart disease are lifestyle factors.

These causes primarily suggest behaviour change strategies such as health communication and skill building activities. Some proponents of the behavioural view also acknowledge that the social and physical environment, sometimes affected through policies, has a role to play in affecting individual behaviours.

To this end they may champion activities such as reducing access to unhealthy foods in schools.
1.11 Heart Disease: Socio-Environmental

Notes:

Our third and final example demonstrates the socio-environmental model. Viewed through this lens, the causes of heart disease could be poverty, poor living conditions, lack of education, discrimination or other stressors in the social environment.

These causes suggest solutions that remove barriers to health through advocacy, policy change and intersectoral collaboration.
1.12 Stop and Think

STOP AND THINK

Suppose that an organization providing health promotion programs wished to make a transition from practice based on the behavioural model to practice based on the socio-environmental model of health.

a. What barriers and challenges is it likely to encounter in its efforts to make this transition?

b. What could help the organization to overcome these barriers?

Notes:

Let’s review what we have learned by considering the following questions.
1.13 What is a Theory?

A systematic way of understanding events or situations

Notes:

Health Promotion theories, like the models we just explored, help us to
understand and explain health, illness and behaviour. Theories are typically much more specific and detailed than the broad models we have just discussed.

In their book Health Behavior and Health Education: Theory, Research and Practice, Glanz and colleagues define theory as ‘a systematic way of understanding events or situations. It is a set of concepts, definitions, and propositions that explain or predict these events or situations by illustrating the relationships between variables.’ (36)

1.14 What is a Theory?

Notes:

More simply stated, a health promotion theory is a structured way of describing a certain phenomenon, such as the factors promoting or inhibiting health.
1.15 Role of Theory

Notes:

Health promoters can use theory to enrich their understanding of the individuals, networks, organizations, communities, government and societies they work with. Theory can also be useful for explaining the factors that promote and inhibit change.

Finally, theory can help guide the selection and development of appropriate health promotion strategies and interventions.
1.16 Role of Theory

Notes:

In other words, theory can help us understand WHO we should be focusing on and their characteristics that contribute to, or inhibit health; WHY certain individuals and groups engage in particular positive or negative behaviours and HOW we might achieve a desired change.
1.17 Origins

Notes:

Most health promotion theories are drawn from behavioural and social sciences, borrowing heavily from disciplines such as psychology, sociology, marketing, consumer behaviour, management and political science.

This interdisciplinary nature reflects the fact that health promotion practice is not only concerned with individual health behaviours, but also with the organization of society and the role of organization, community, network and policy structures in health promotion. (18)
1.18 Choosing the Right Theory

Notes:

While there are no ‘right’ or ‘wrong’ theories, it is important to keep in mind a few important points when choosing theoretical underpinnings for your work.

First, keep in mind that your theory should match the individuals or communities that you are working with. Start by learning as much as you can about your audiences, their networks and community. On a cautionary note, most health promotion theories were developed by social scientists in the United States. Because of this, they predominantly reflect Western values and assumptions and may not account for the diverse range of perspectives influencing the way health is perceived by different cultures around the world.

Second, remember that one size does not fit all, most often, multiple theories or theoretical concepts are used to underpin health promotion programs and interventions.
1.19 Stop and Think

A 17 year-old from a single-parent family is living in a low-income downtown neighbourhood. She is engaging in high risk drug use.

a. What do you think might be causing her to carry out this risky behaviour?

b. What might encourage her to stop this behaviour?

type your text here

type your text here

Notes:

Let’s consider what we’ve learned so far by examining the following scenario:

Think about a situation in which a 17 year-old girl from a single-parent family is living in a low income downtown neighbourhood. She is engaging in high risk drug use. What do you think might be causing her to carry out this risky behavior?

What might encourage her to stop this behavior?

To answer this question, think about the girl and her choices, but also consider what might be going on within her social networks, home and educational environments, community and broader living conditions to affect her behavior.
### STOP AND THINK

**OUR ANSWERS**

- There are key determinants of health, such as income, education, housing, biology/genetics, and early childhood development that are contributing to a pattern of high-risk drug use.
- There may also be a history of trauma - physical, emotional or sexual abuse - causing high risk drug use. Addressing this requires tertiary prevention or treatment that extends beyond the limits of health promotion practice.

**YOUR ANSWERS**

<table>
<thead>
<tr>
<th>Your Answer</th>
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- High risk drug use has been ongoing for a longer period of time, or it is rooted in deeper, underlying causes (e.g., a history of abuse), then tertiary prevention or treatment is required.
- Depending on the nature/type of drug use, harm reduction strategies (e.g., needle exchange programs) may help her to reduce or prevent the harms associated with her drug use until she gets the help and support she needs to stop.

### 1.20 Review

**REVIEW**

**Learning Objective #1:**

*Explain different ways of looking at health and illness.*

There are different ways of looking at health and illness. Depending on whether we take a biomedical, behaviourial or a social-environmental view, it affects our definition of a ‘problem’ and our understanding of what causes it.

For example, a problem may be a disease caused by genetics or a set of social issues caused by an economic downturn.

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**Notes:**

This brings us to the end of Module Three: Introduction to Models and Theories.
We began this module by outlining three learning objectives.

The first indicated that by the end of this module you would be able to explain different ways of looking at health and illness.

We have now learned that there are different ways of looking at health and illness. Depending on whether we take a biomedical, behavioural or a social-environmental view, it affects our definition of a ‘problem’ and our understanding of what causes it.

For example, a problem may be a disease caused by genetics or a set of social issues caused by an economic downturn.

### 1.21 Review

#### Learning Objective #2:
Recognize how different perspectives influence the solutions we choose.

How we define a problem and its causes affects our choice of solutions, which may range from medication to education to policy development.

#### Notes:

Our second learning objective indicated that by the end of this module, you would be able to recognize how different perspectives influence the solutions we choose.
In this module we learned that how we define a problem and its causes affects our choice of solutions, which may range from medication to education to policy development.

**1.22 Review**

Learning Objective #3: Explain the purpose and origins of health promotion theory.

Theory is a systematic way of understanding events or situations. In other words, theory can help us understand WHO we should be focusing on; WHY people engage in particular behaviours and HOW we might achieve a desired change.

**Notes:**

Our third and final learning objective indicated that by the end of this module, you would be able to explain the purpose and origins of health promotion theory.

In this module we learned that theory is a systematic way of understanding events or situations. In other words, theory can help us understand WHO we should be focusing on; WHY people engage in particular behaviours and HOW we might achieve a desired change.
**1.23 PHO Health Promotion Capacity Building**

For service request inquiries, including consultations, webinars, workshops, or to sign up for our mailing list, please go to:


Our events calendar is at:

[http://www.publichealthontario.ca/en/LearningAndDevelopment/Events/Pages/default.aspx](http://www.publichealthontario.ca/en/LearningAndDevelopment/Events/Pages/default.aspx)

**Notes:**

This resource supported and maintained by the health promotion capacity building team at Public Health Ontario. We offer a variety of health promotion services including consultations, webinars, face to face workshops and resources related to health promotion planning, evaluation, health communication and building healthy public policy.

To request support or find more information please follow the links on this slide.
1.24 Thank you

Thank you for participating in Module One: Definitions and Concepts, part of our Health Promotion Foundations course.

Please take a few minutes to provide your feedback on this module and the content we have covered.

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2. Help Tab

2.1 Navigation Menu

Compare Answers: click this icon to see our response to the exercise

Resource: click this icon for further reading

Close Button: clicking on the ‘X’ button will close any window

Notes: