Unit 3
Outcome 2

Outcome

Discuss and analyse approaches to health and health promotion, and describe Australia’s health system and the different roles of government and non-government organisations in promoting health.
Key Knowledge

- models of health and health promotion including:
  - biomedical model of health
  - social model of health
  - the Ottawa Charter for Health Promotion;
- the role of VicHealth in promoting health including its values, priorities and how it reflects the social model of health;
- potential health outcomes of a VicHealth funded project;
- Australia’s health system including
  - local, state and federal governments’ responsibility for health including funding
  - the values that underpin the Australian health system
  - Medicare, Pharmaceutical Benefits Scheme (PBS) and private health insurance;
- the role of Australia’s governments in promoting healthy eating through:
  - the information provided by nutrition surveys and how it is used
  - the purpose of Nutrient Reference Values to guide dietary intake
  - the Australian Guide to Healthy Eating and Dietary Guidelines
  - legislation developed by Food Standards Australia and New Zealand governing the safety and quality of food;
- the role of Australia’s non-government agencies, including Nutrition Australia and the Heart Foundation, in providing dietary advice to promote healthy eating.

Key Skills

- analyse the different approaches to health and health promotion;
- identify and explain key components of Australia’s health system;
- describe the role, values and priorities of VicHealth and potential health outcomes of a VicHealth funded project for promoting health;
- identify the principles of the social model of health evident in a project used by VicHealth;
- explain and draw informed conclusions about the role of government and non-government agencies in promoting healthy eating.
In order to understand the way in which we are promoting health and attempting to improve health status (which is what Unit 3 is all about!), we need to know how people have approached health promotion in the past, and how we have adapted.
3 approaches

Since humans began to understand what diseases are, we have tried to manage them as well as possible. There are three main ways that we have approached this in Australia over the last 130 years.

- Biomedical Approach
- Preventative Approach
- A social model for health

Why 3 approaches?

- Over time, as we have started to understand more about the factors influencing disease and health status, flaws have been identified in existing models and new approaches developed. It is important to note though, that elements of all three are required for a successful approach to health promotion.
- Biomedical approach appeared in the 1870’s, preventative developed during the early part of the 20th century and the Social Model began in the 1970’s with the development of the World Health Organisation (WHO)
Interplay

- It is important to note as we go through the different models, that as we have moved to new ways of doing things, it does not mean that the previous way was ‘wrong’. We keep the good points, and address the flaws in creating new models. As such, there is and ‘interplay’ between the three models – some are better than others, but elements from all three need to be used.

BIOMEDICAL APPROACH

- Focuses on Illness and disease.
- Relies heavily on technology to diagnose and treat disease.
- Deals with disease only once it is present.
- Developed as scientists began to discover new cures for diseases.
- See if you can pick which examples on the next slide are biomedical examples
• **Examples**
  • going to hospital or your GP to get checked up
  • Medicare
  • Eat Well Australia
  • Eating Fruit
  • Not Smoking
  • Getting Surgery
  • Getting screened for cancer.
  • Heart Foundation
  • Quit
  • Health Insurance
  • Chemotherapy
  • Australian Guide to Healthy Eating

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**Advantages**

• “Fixes” disease. If you get a disease, you can have it cured or managed.

• Australia’s life expectancy improves. People aren’t dying from diseases as much.
Disadvantages

- Very expensive as there is still a lot of disease occurring – cheaper for the disease to not happen at all.
- Life expectancy increased but not healthy life expectancy. People still get disease and have to live with it.
- Creates a “Quick Fix mentality” – Why should you do anything if someone can fix it for you?

PREVENTATIVE APPROACH

- Focus on changing lifestyle to prevent disease.
- Each persons own responsibility to be healthy.
- Gives people the information they need to be healthy.
Advantages

- Cheaper than Biomedical – Stops disease from occurring as much so it doesn't need to be treated.
- Increased Healthy Life Expectancy – people live longer before they get the disease.
- Promotes the idea that you are responsible for your own health – more likely that people will do something about it.

Disadvantages

- Ignores environmental factors that affect peoples health. You can tell people what to do but they may not be in a position to do anything about it.
- Promotes the idea that if you get sick it’s “Your fault”
A SOCIAL MODEL FOR HEALTH

- Idea that intervention is needed to address environmental factors that reduce health status.
- All about *enabling* people to make healthy decisions and access health care, not just giving information.
- Much more holistic model, includes elements of preventative and biomedical.

Advantages

- Helps people, doesn't just tell.
- Improves access to health care
- Increases healthy life expectancy
- Increases health status by targeting risk groups and reducing inequalities.
Your Task – what is this graph telling you?

Approaches to Healthcare Questions

Use the graph on the previous page to answer the following questions (you may need to look back through previous chapters for some questions);

1. Identify the disease that is the biggest cost to Australia.
2. List all the costs that could be associated with this disease.
3. Explain what each of the models of healthcare can do in reducing the impact of this condition.
4. Identify and justify the model you think is most effective at reducing the costs associated with the condition.
5. There is an ‘interplay’ between the three models for effectively dealing with healthcare problem, explain what this means using the condition you identified as an example.
6. Identify the 5 principles of the social model of health and describe how each of them can be used in the example you chose.
Approaches to Healthcare Group Task - results

<table>
<thead>
<tr>
<th>BIOMEDICAL</th>
<th>PREVENTIVE</th>
<th>SOCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Important</td>
<td>Useful</td>
<td>Most Important</td>
</tr>
</tbody>
</table>

Ottawa Charter for Health Promotion

- Developed on 21 November 1986, at the international health conference in Ottawa, Canada.
- AIM: taking action to achieve health for all by the year 2000 and beyond.
- 5 elements or priority action areas for health promotion are outlined....
Ottawa Charter for Health Promotion – Priority Actions

Remember: Bad Cats Smell Dead Rats!

- Build healthy public policy.
- Create supportive environments.
- Strengthen community action.
- Develop personal skills.
- Re-orient health services.

Student task - Ottowa Charter Plan

- Copy the figure on page 178 on to a full page in your book. Include the headings for each box, but not the main text.
- Your task is to select a health issue that you think has a major impact in Australia and come up with a specific strategy to deal with this problem for each of the 5 action areas of the Ottowa Charter. Use the example in the table as well as the information about sun smart schools on the following two pages to help you.
VicHealth

- Established in 1987 to stop tobacco advertising at sporting and arts events by advertising positive messages.
- Now focus on encouraging participation in health improving activities.
- Work on the idea that health promotion is an extremely cost effective way to improve health as it is avoids costly treatments.

Examples

- You may have heard of a lot of VicHealth programs without knowing what VicHealth is
  - Quit campaign
  - Smoke free environments
  - Active after schools
  - Sporting club grants
  - Sunsmart program
What do they do

- VicHealth is all about empowering people and increasing their ability to stay healthy. They aim to:
  - Build opportunities for people
  - Help people learn new skills
  - Provide greater access to activities
  - Create healthier environments
  - Educate people

Values

- VicHealth is built on 5 guiding principles:
  - Working together
  - Honesty
  - Engaging people respectfully
  - Challenging and being challenged
  - Environmentally sustainable
Priorities

- There are a number of areas that VicHealth targets to help improve Australia’s health.
- Tobacco consumption
- Overweight
- Physical inactivity
- Social exclusion
- Discrimination
- Violence
- Alcohol abuse
- Economic disadvantage

Outcomes

- If VicHealth is being successful, the areas it targets should be costing us less and not impacting on peoples’ health as much. How do we know if this is happening?
- Changes in community attitudes
- Reduces production, sales and availability of harmful products
- Reduced deaths/burden of disease
- Increased regulation on harmful products
- There are a number of examples which you can look at on p186.
Example – quit campaign

- How many of the criteria on the previous page do you think have improved for smoking since 1987?
  - 1985 – 33% of men and 27% of women smoked. 2001 – Men – 21%, women 19%
  - Packets are larger and more expensive, less accessible to young people and low income earners.
  - Cigarettes are not made in Australia.
  - Illegal for under 18’s to purchase tobacco products.
  - Regular increases in taxes on cigarettes.
  - Tobacco advertising banned in print and electronic media and in sponsorship.
  - Increasing bans on smoking in public places.
  - Cigarette packets must now carry health warnings.

Questions

- Which dimensions of health would each of these affect?
- Look at the ‘what do they do?’ list. What is one thing that VicHealth might be doing or could do to work on these areas?
- Which model of health do you think VicHealth reflects?
VicHealth and the Social Model for Health

- VicHealth works to address the reasons (determinants) that people are seek, and fix these, rather than just trying to prevent or treat the disease itself.
- It matches up to the principle of social health on the following ways;
  - Acknowledges social, economic, cultural and physical environments as well as lifestyle, genetics and income.
  - Targets factors like low socio-economic status and other factors to promote social equality.
  - Provides people with resources and knowledge they need to make appropriate decisions about their health.
  - Work closely with government departments and non-government organisations to implement initiatives.

- Look at the 5 principles of social health on p175-175.
- Which of these do the items on the previous slide address.