Unit 3
Outcome 2
Pt 1

MODELS OF HEALTHCARE

PROMOTING HEALTH IN AUSTRALIA
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.
models of health and health promotion including:

- biomedical model of health
- social model of health
- the Ottawa Charter for Health Promotion;
KEY SKILLS

- analyse the different approaches to health and health promotion;
- identify and explain key components of Australia’s health system;
HISTORY OF HEALTHCARE IN AUSTRALIA
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.
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
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.
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 not 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)
• 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
Which of the following are examples of Biomedical Approach?

- 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
“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.
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 person's 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.
• 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”
• 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.
Address all determinants of health.
Reduce social inequality
Empower individuals and the community
Accessibility to healthcare
Sectorial collaboration
• 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.
Figure 8.4: Expenditure on disease by area of expenditure for selected broad disease groups, 2004–05 ($ million)

Source: AIHW in press.

(a) Includes dental services.
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.