



Health Promotion Interventions lecture 3

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What are health inequalities?

- **Inequality:** unequal
“differences in health status, or in the distribution of health determinants, between different population groups”.
- **Deprivation:** a relative and broad concept, referring to not having something that others have.
“a state of ...observable and demonstrable disadvantage relative to the local community or the wider society or nation to which an individual, family or group belong.” (Townsend, 1987).
- **Inequality Vs Inequity**

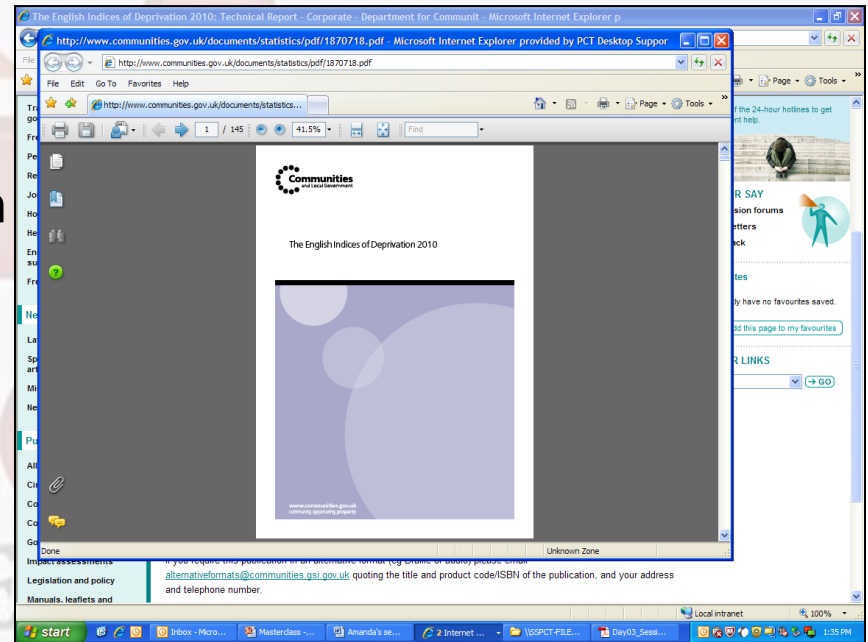
Measuring inequalities

- **Individual level: socio-economic position**
Education, occupation, social class, employment status, income, access to amenities, housing, etc.
- **Ecological/Area level: deprivation**
Townsend, Carstairs, Jarman, Indices of Deprivation 2010, etc.

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If you're really keen...

- The Indices of Deprivation 2010 (ID2010) is the 3rd release in a series of statistics produced to measure multiple forms of deprivation at the small spatial scale.
- Updates the Indices of Deprivation 2007 and 2004
 - *retaining broadly the same methodology, domains and indicators*



Explanations for inequalities?

Artefact

- Artefact, biases and changes in the way the statistics are produced.

Social factors

- Social selection
- Stressors & coping capacity

Behaviour

- Lifestyle factors

Material circumstances

- Poverty
- Poor environments

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Time for a short
break...

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PART 2 - Agenda

Learning Outcome 3:

Discuss the role of theories and models of health and health promotion, and understand how to find and use them.

Learning Outcome 4:

Understand the importance of evidence and policy and its impact of health promotion.

The role of theory and evidence in health promotion

- *What is theory / different types*
- *Theoretical perspectives / using theories in context*
- *The role of evidence*
- *Group work task*

What is theory?

- **The ‘journey’ from A to Z**, or ‘present state to health improvement’
 - Not just one step or academic theory, e.g. “We used the transtheoretical model”.
- **Purpose:** so that everybody understands it
 - You and your team, commissioner, client, wider PH etc.
 - Success in implementation can be measured
 - It can be replicated and adapted by you and others
- **Ask yourself:**
 - What are you trying to do?
 - How is it supposed to work?
 - What needs to be in place for it to work?

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Types of theory

- Management and business
- Psychology and behaviour
- Communications
- Community / social
- And many, many others...

Several theories (or none?) can be used to build your own intervention's theoretical pathway.

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