

Health Promotion

THEORY & PRACTICE

John Kemm and Ann Close



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John Kemm
Ann Close

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Published by
PALGRAVE

Houndmills, Basingstoke, Hampshire RG21 6XS and
175 Fifth Avenue, New York, N. Y. 10010
Companies and representatives throughout the world

PALGRAVE is the new global academic imprint of
St. Martin's Press LLC Scholarly and Reference Division and
Palgrave Publishers Ltd (formerly Macmillan Press Ltd).

ISBN 978-0-333-57769-1 ISBN 978-1-349-12971-3 (eBook)
DOI 10.1007/978-1-349-12971-3

This book is printed on paper suitable for recycling and
made from fully managed and sustained forest sources.

A catalogue record for this book is available
from the British Library.

10 9 8 7 6 5
06 05 04 03 02

Transferred to digital printing 2005

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Introduction

A reviewer of an early draft of this book accused us of being enthusiasts. We cheerfully plead guilty. We think health promotion is both worthwhile and enjoyable.

In writing this book we have tried to practise what we preach. Writing it has been an exercise in teamwork and we hope it is the better for the different professional backgrounds and the different blends of anarchy and discipline that we bring to it. We recognise that people promote health in many ways, ranging from the intimacy of individual patient care to the impersonality of national media campaigns. We accept the relevance to health of issues ranging in size from the micro issues of personal behaviour to the mega issues such as poverty or global warming. Ultimately, health is promoted by action but we try to cover both theory and practice because each enriches the other. We hope that all streams of thought in health promotion will find something useful in this book but that none will claim it as their exclusive property.

Using information is an important step in learning. We have therefore included in each chapter several Discussions/Activities which can be used for group work. There are no 'correct' answers to the questions and few 'incorrect' ones. We hope that thinking about these discussion points will help you make use of the material that you have read and clarify your own values and preferred ways of working.

In an effort to use gender-neutral language we have used 'they', 'them' and 'their' for the third person singular. This is grammatically incorrect but seemed preferable to the cumbersome 'he or she' or the barbarous 'he/she'. We also had difficulties in finding a word for the individuals whose health was being promoted. We have used 'patient' or 'client' for this purpose but neither word adequately conveys the sense of autonomy and partnership that ought to characterise health promotion.

We thank Mrs Pam Wills for typing the manuscript and Julie Wagstaff for help with the references. Finally we thank our long-suffering spouses for tolerating us while we laboured to produce this book.

John Kemm
Ann Close

Chapter contents

1 INTRODUCTION AND HISTORY

Goal and objectives; The case for health promotion; Discussion/Activity 1.1; Curing, caring, preventing; The limitations of curative medicine; Refocusing upstream; Health gain and 'low-hanging fruit'; The economics of health promotion; A short history of health promotion; The sanitary revolution; Nursing and health promotion; Health visiting; The new public health; Self-help groups; District Health Promotion departments; The Health Education Authority; The World Health Organisation; Health for All; Multidisciplinary interagency working; Discussion/Activity 1.2; Health of the Nation; Discussion/Activity 1.3; Summary points; References and further reading.

2 SOME BASIC PRINCIPLES

Goal and objectives; What is health?; Does it matter?; Discussion/Activity 2.1; Disease and ill health; Impairment, disability and handicap; Positive health; What is health promotion?; Making the environment safe; Individual protection; Knowledge for health; Making choice available; Protection against anti-health; Screening; Discussion/Activity 2.2; Levels of prevention; Models of health promotion; The use and abuse of models; Health education; Professional and private roles in health promotion; The mandate from the client; The mandate from the employer; The ethics of health promotion; Discussion/Activity 2.3; Equity; Discrimination and equal opportunities; Setting an example; Summary points; References and further reading.

3 THE DETERMINANTS OF HEALTH

Goal and objectives; Introduction; Genetics; Environment; Wholesome drinking water; Recreational water; Housing; Air;