Health promotion
- ethics and evidence based methods
What is health promotion?

Core questions relate eg. to:

What is health?

Who defines health?

Who is responsible of health?

What are prerequisites for health?
Ottawa Charter for Health Promotion

”Health promotion is the process of enabling people to increase control over and improve their health”
Prerequisites for health

• peace
• shelter
• education
• food
• income
• a stable eco-system
• sustainable resources
• social justice and equity
Health promotion demand coordinated action

• **Responsibility for health promotion lay not only on the health care sector but on coordination between all concerned:**

  governments, health and social and economic sectors, nongovernmental and voluntary organizations, local authorities, industry and media

**AND**

on people as individuals, families and communities
5 key action areas of health promotion

- healthy public policy
- healthy environment
- supportive health care services
- strong community action for health
- personal skills
Ethics, the core of Health Promotion

The basic ethical question regarding health promotion relate to the *justification* of actions targeting individual choices, behaviors and lifestyles

The justification for health promotion lay on respect for general human rights, autonomy, justice, honesty, reliability, doing good and avoiding harm, equality and empowerment
The discussion about ethics of health promotion has been suggested to hinge around the attitudes to autonomy.

Some view the autonomy as a paramount while others suggest empowerment or respect to be most essential.
In addition to the discussion about ethics of health promotion in general, the relation between evidence and ethics in the field of health promotion is quite frequently discussed in the literature.
From the nursing perspective, health promotion follows general ethical guidelines of nursing.

Professional nursing includes two main responsibilities:

1. the responsibility for the person and
2. the responsibility for the nursing task.
• The responsibility for the person includes: respect for human rights, doing good, avoiding harm and equality

• The responsibility for the nursing task includes: justification of the action, reliability and respect of colleagues

As the general ethical guidelines for nursing serve as the basic building blocks in health promotion provided by nurses, additional ethical guidelines shall be followed when required (e.g. public health research)
Ethics and evidence based nursing

• As conclusion one may say that:

”Ethically solid health promotion (when provided by nurses) require implementation of evidence based nursing”
Evidence based nursing

”Evidence based nursing is based on the process of:
1. finding
2. appraising and
3. applying best available knowledge
Evidence based practice requires three types of knowledge that are equally important!

a) **Theoretical** knowledge (including scientific research)
b) **Clinical** knowledge (including practical skills, empathy, ethical thinking)
c) **Patient’s / client’s** perception
"Evidence based nursing is required for justification of the health promotion process: the content, methods as well as the evaluation"
May I present
"The Weighty Matter"-tool kit

- an ethically solid, evidence based method for health promotion
  - the content of the method is based on solid evidence
  - the method is based on evidence and ethical principles of health promotion
  - evaluation of the method is based on research
The Weighty Matter –project started in the City of Turku in

During the project The Weighty Matter –work kit was developed in close collaboration between families and professionals

The Weighty Matter –research started in 2010 by piloting the tool kit in well baby clinics in Finland (n=72 health check up visits)
The Weighty Matter – research and development project 2013->

National and international testing of the traditional form WM tool kit in preschool and school aged children

National and international development and testing of the electronic form WM tool kit in preschool and school aged children

National and international development and testing of the WM tool kit for additional populations, environments and contents of health promotion
Research, Development and Innovation (R&D&I) – at Turku University of Applied Sciences
• R&D&I combines learning with creating and implementing new knowledge (innovation pedagogy)

– The R&D activity at the TUAS started in 2000
– Today 20% of all actions at TUAS are related to the R&D activity
– There are about 300 ongoing projects (2011) and over 150 new projects each year
– R&D is part of the legislative responsibilities of the Universities of applied sciences in Finland (law in 2003)
– According to the strategy: R&D activity closely relates to the education of the students by producing knowledge and skills required in the working life and future professionals
R&D program of the TUAS department of Health

Expertice in Health Care and Medication

• Health promotion
• Expertice in medication
• Patient safety
• Developing health care organizations
Thank You!

• Please be in contact if You are interested to discuss or learn more about Health Promotion or if you would be interested in collaboration!

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References