



# Health Promotion: The importance of achieving behavioral change with social marketing tools

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# PAHO



Pan American  
Health  
Organization

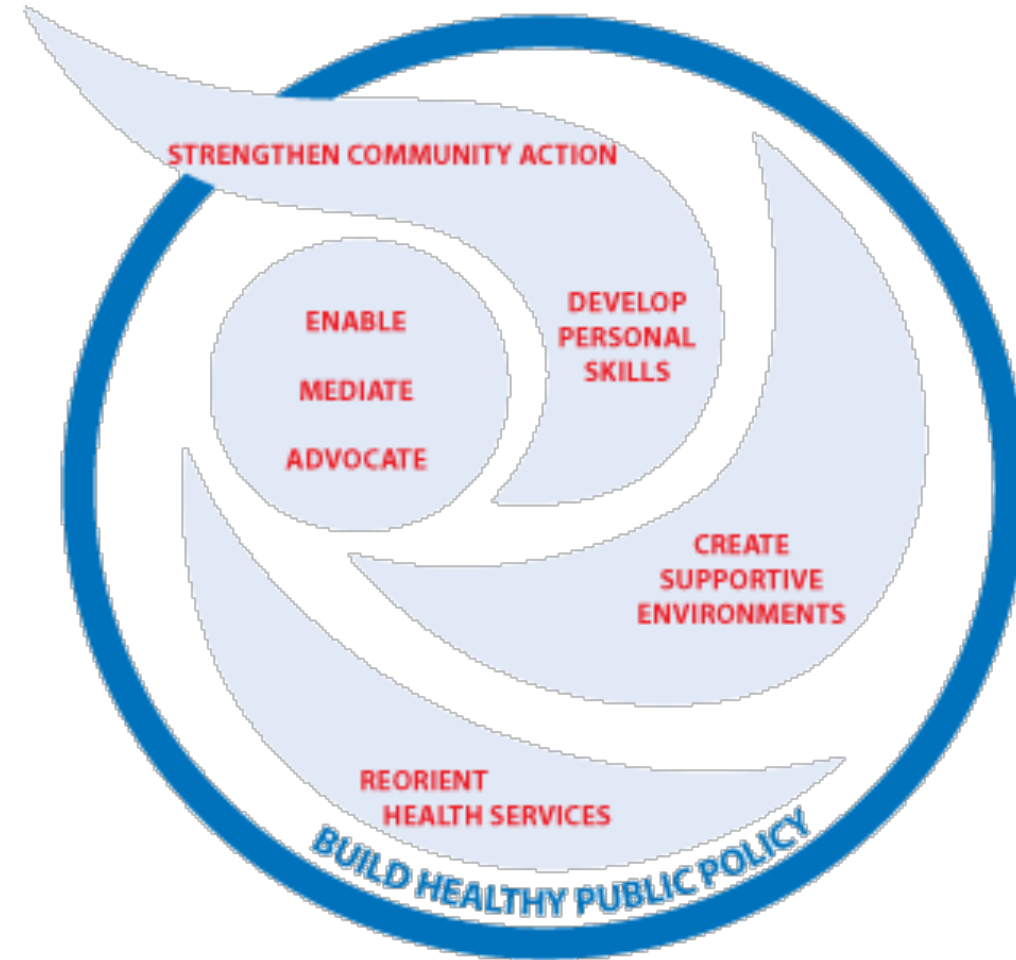


World Health  
Organization  
REGIONAL OFFICE FOR THE  
Americas

# Health Promotion Background: Ottawa Charter



- Health Promotion is the **process of enabling people to increase control over their determinants of health and in consequence improving it.**
- It constitutes a global political and social process that includes:
  - Actions **that strengthen the abilities and capacities of individuals and communities.**
  - Actions that **modify social, environmental and economic conditions**, with the purpose of mitigating their impact on individual and public health.
- **Participation is essential** to sustain actions in health promotion



# Health Promotion in The Americas



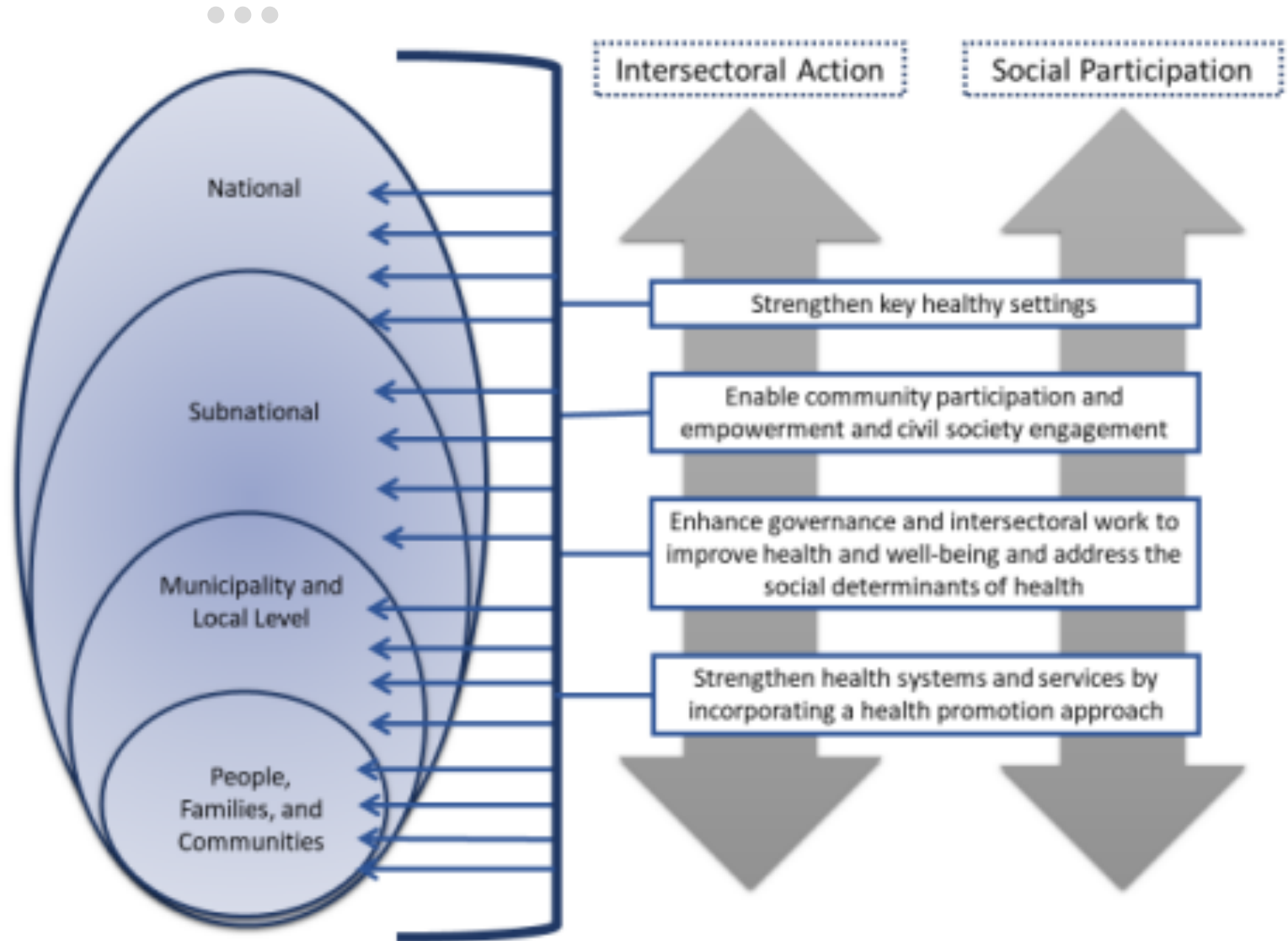
- An approach that builds health, not one that repairs illnesses
- A rights, equity and justice approach
- Intersectoral work, action on the determinants of health and health in all policies
- Political and social process
- Health promotion not as a discipline, but as the pillar and base of all health policies
- Requires deep changes



# Strategy and Plan of Action on Health Promotion within the Context of the Sustainable Development Goals 2019-2030

## OBJECTIVE

To renew health promotion through social, political and technical actions addressing the social determinants of health, to improve health and reduce health inequities, within the framework of the 2030 Agenda for Sustainable Development



# THE HEALTH PROMOTION ICEBERG

Disease

Lifestyle risk factors

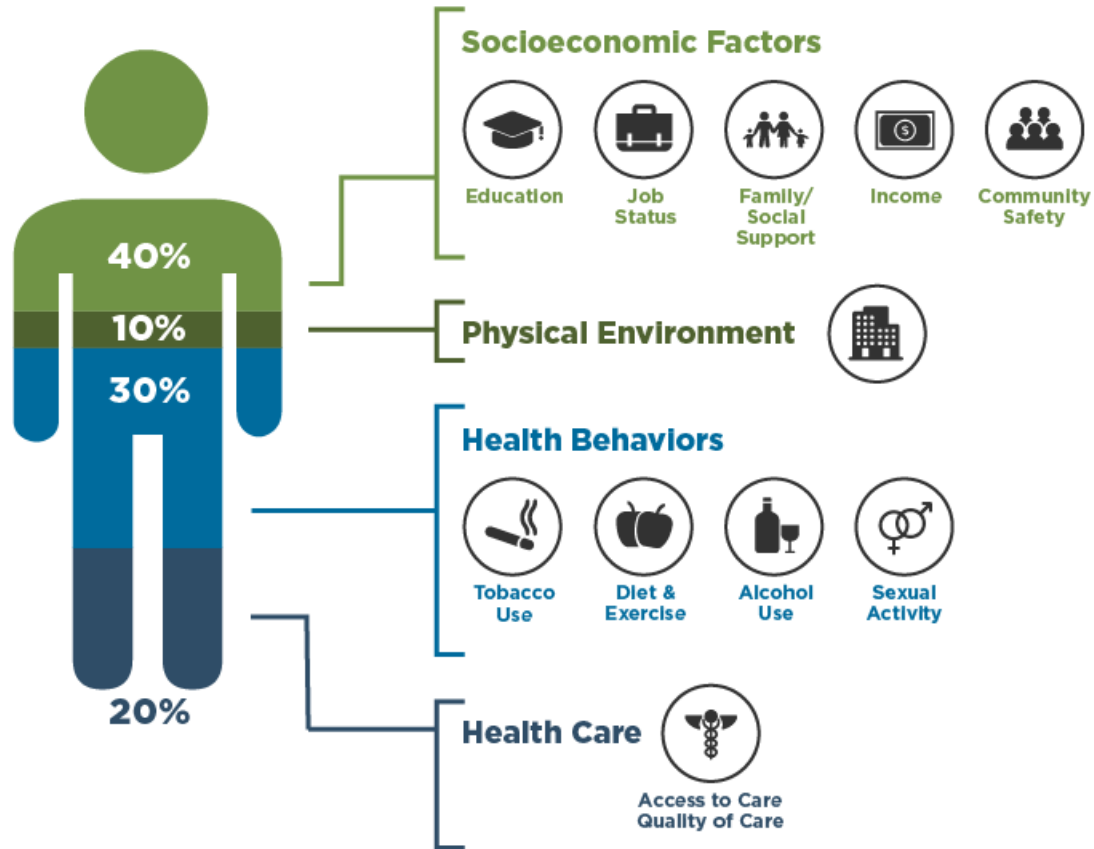
**Daily living conditions**  
such as housing, employment, social support, crime & safety

**Economic and social structures** – local, regional, national and global power & wealth distribution, fiscal policy, gender & class

*From Baum (2019) from Baum FE. More than the tip of the iceberg: health policies and research that go below the surface. Journal of Epidemiology & Community Health 2009; 63: 957*

# Health Promotion

## What Goes Into Your Health?



# Health Promotion: Health Literacy

## Defining health literacy

Health literacy refers, broadly, to the ability of individuals to “gain access to, understand and use information in ways which promote and maintain good health”<sup>1</sup> for themselves, their families and their communities.

## Empowering citizens

Improving health literacy in populations provides the foundation on which citizens are enabled to

- play an active role in improving their own health
- engage successfully with community action for health
- and push governments to meet their responsibilities in addressing health and health equity.





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## Health Promotion: Behavioral Change model

- The behavioral change model on Health Promotion is a preventive approach and focuses on **lifestyle behaviors** that impact on health.
- It seeks to persuade **individuals** to adopt **healthy lifestyle** behaviours, to use preventive health services, and to take responsibility for their own health.



# Health Promotion and Social Marketing



The strengths of specialized **health promotion** are its focus on health inequalities, empowerment and social determinants of health. It seeks system change using strongly participatory approaches.

The strengths of **social marketing** for health are its particular approach to achieving and sustaining behavioral goals, by understanding target audiences and making it easier for them to adopt behaviors that are life enhancing.

# Behavioral change: Our collective challenge



OMS. (1998). Promoción de la Salud Glosario. Accesible en ["http://apps.who.int/iris/bitstream/10665/67246/1/WHO\\_HPR\\_HEP\\_98.1\\_spa.pdf"](http://apps.who.int/iris/bitstream/10665/67246/1/WHO_HPR_HEP_98.1_spa.pdf)

- Need for multiple simultaneous efforts and approaches
  - PHC, Universal Health, Social Determinants of Health, Health Promotion, Social marketing
- Needs to take into account the assets of the populations, their knowledge, their understanding of the needs, and their proposal for solutions
- Now more than ever (COVID-19)
- Not leave anyone behind



Thank you



**PAHO**