

Health and Social Care Knowledge Organiser – Unit 8 Public Health

Task 1

- Aim A - Strategies for developing public health policy
- Aim B - Factors affecting health

Task 2

- How health is promoted to improve the health of the population
- How health promotion encourages individuals to change their behaviour in relation to their own health

Aims of Public Health Policy

- Planning national provision of healthcare and promoting the health of the population
- Identifying and monitoring the needs of the population
- Identifying and reducing inequalities between groups and communities in society
- protecting individuals, groups and communities in society from threats to health and wellbeing that arise from environmental hazards and communicable diseases
- Addressing specific national health problems over a period of time
- Developing programmes to screen for early diagnosis of disease

Strategies for Developing Public Health

- Identifying the health needs and promoting the health of the population, developing programmes to reduce risk and screen for early disease
- Planning and evaluating the national provision of health and social care target setting, to include local and national provision
- Minimising harm of environmental factors

Factors Affecting Health

Socio-economic

- Income, Education, Occupation

Environmental

- Poor Housing, Green Space

Genetic

- Inherited Disorders

Lifestyle

- Diet, Exercise, Substance Misuse

Change4Life

Launched in January 2009, **Change4Life** focuses on prevention and aims to change the behaviours and circumstances that lead to weight gain, rather than being a weight-loss programme for the already obese.

Features of Change4Life;

- Relation to health policy
- Objectives
- Target audience
- Reasons for approach - media resources
- Ethical considerations
- Analysis of data obtained during and after promotion to evaluate outcomes against original objectives
- Influence of campaign focus, target audience and ethical considerations on chosen model

What are the barriers to participation? How can they be overcome?

- Cost, e.g. cost of transport affecting access to health services and treatments, cost of exercise facilities, cost of nutritional food
- Individual resistance/indifference
- Accessibility of resources
- Lifestyle factors, e.g. diet, exercise, smoking
- The media, e.g. over-exposure leading to public indifference, inaccurate reporting discouraging participation

Models and theories about health behaviour change;

- Health belief model
- Theory of reasoned action
- Theory of planned behaviour
- Stages of change model
- Social learning theory

Health and Social Care Knowledge Organiser - Unit 8 Public Health

Key Words	Wider Reading	Character Traits
<p>Multidisciplinary Non judgemental Empowerment Prejudice Discrimination Equality Advocate Policy Acts of Parliament</p> <p>Revalidation Whistleblowing Monitoring Regulation Inspectorate Regulators Procedures Change4Life Social change Policy Law</p>	<p>Books Caron R.M., Merrick J., (Editors), <i>Public Health</i>, Nova Science Publishers Inc., (2014) Thompson S.R., <i>The Essential Guide to Public Health and Health Promotion</i>, Routledge, (2014)</p> <p>Websites http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer https://www.gov.uk/government/topics/public-health https://www.nhs.uk/healthier-families/ https://www.gov.uk/government/organisations/public-health-england</p>	<p>Respect: Celebrate the uniqueness of individuals, and the importance of reducing health inequalities</p> <p>Excellence: Have high expectations of yourself and work hard. Manage your time wisely.</p> <p>Resilience: Persist at more challenging topics, such as assessing the Change4Life campaign.</p> <p>Self discipline: Manage workload, organisation, attendance and punctuality.</p>
	<h3>Command Verbs</h3> <p>Describe: Give a clear, objective account in own words showing recall, and in some cases application, of the relevant features and information about a subject.</p> <p>Discuss: Consider different aspects of a topic, how they interrelate and the extent to which they are important.</p> <p>Evaluate: Draw on varied information, themes or concepts to consider aspects such as strengths or weaknesses, advantages or disadvantages, alternative actions, and relevance or significance.</p> <p>Explain: Show understanding of the origins, functions and objectives of a subject and its suitability for purpose. Give reasons to support an opinion, view or argument, with clear details.</p> <p>Identify: Indicate the main features or purpose of something, and/or are able to discern and understand facts or qualities.</p> <p>Justify: Give reasons or evidence to support an opinion or prove something right or reasonable.</p>	