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ADELAIDE

An Australian Government Initiative



Adelaide
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HEALTH • PROMOTION • FRAMEWORK

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PURPOSE

This framework provides strategic organisational guidance on Adelaide PHN's role, scope and approach to health promotion and health literacy



OUR ROLE IN HEALTH PROMOTION

- Adelaide PHN considers health promotion and health literacy pillars of our work. We integrate the continuum of health promotion through the design, development, commissioning, capacity building, monitoring and evaluation of our services and programs.
- Health promotion is not just the responsibility of the health sector, but goes beyond healthy lifestyles to wellbeing and is committed to developing strong relationships with community and social service sectors.
- We design health promotion strategies that reduce inequity by meeting the needs of vulnerable and disadvantaged groups.
- As the organisation representing primary health care in the metropolitan region, Adelaide PHN recognises the influence of social determinants on people's ability to manage health. Adelaide PHN is committed to developing strong partnerships and working in collaboration with stakeholders across community and social service sectors to positively influence these factors.

SCOPE

The following outlines the components included in the scope of the framework: goals, objectives and priority areas.

Organisation health promotion goals

To improve people's experience of health care, improve their health outcomes and prevent illness in the Adelaide PHN population by:

- Supporting activities within primary health care services aimed at prevention and early intervention of communicable and chronic conditions.
- Positively influence healthy lifestyle behaviours of our community such as increasing physical activity levels, healthy eating behaviours, reducing smoking and alcohol consumption and lowering or removing other risk factors of poor health.

Objectives of the framework

- Demonstrate Adelaide PHN's commitment to good practice in health promotion and health literacy for our community and health care providers.
- Support a consistent approach and facilitate a common understanding about language, strategies and implementation of health promotion and health literacy within and outside of our organisation.
- Provide guidance to Adelaide PHN and our stakeholders on how health promotion will be reflected in the planning, design and commissioning processes.
- Support integrated and consistent health promotion and health literacy strategies and activities with all stakeholders.
- Support the commissioning of and partnership with high quality health promoting and health literate services and programs.

Adelaide PHN health promotion priority areas

- Healthy lifestyle
- Alcohol and other drug use
- Mental health
- Prevention and/or management of chronic conditions
- Health screening (including screening for breast, bowel and cervical cancer)
- Immunisation

KEY DEFINITIONS

Health promotion

“Health promotion is the process of enabling people to increase control over, and to improve, their health” (WHO, 1986)

The Social Determinants of Health

The Social Determinants of Health are factors or characteristics that contribute to overall health status. This includes a range of individual, behavioural, social, cultural, economic, physical and environmental factors that may collectively contribute to or influence health (WHO, 2018).

Health literacy

Health literacy is about how people find, understand and use information about health and health care services in order to make decisions about their health. Good individual and organisational health literacy contribute to better health outcomes and services (ACSQHC, 2014).

Health literacy is not just an ability to read, write and understand health information but encompasses a wide range of influences on a person’s health literacy strengths and weaknesses including; engagement with health care providers, ability to navigate the health system, ability to find and use good health information and social supports for health.





INTERNAL MONITORING AND REPORTING

Adelaide PHN is committed to monitoring and reporting on activity based on this framework through internal organisational processes.

CONTINUUM OF HEALTH PROMOTION

The Health Promotion Continuum (DOH, 2012) describes health promotion interventions and capacity building strategies. Based on the action areas of the Ottawa Charter for Health Promotion this model shows a continuum from the individual to the whole population. Adelaide PHN will apply this continuum in the implementation of health promotion activities (refer to table 1) and an annual plan will be developed.

Screening, individual risk factor assessment and immunisation

Systematic, population-based strategies to enable prevention, early detection and management of a condition before symptoms appear or worsen.

Health education and skill development

Education and skill development to improve knowledge, health literacy, attitudes, self-efficacy and capacity for positive change - applicable to individuals, communities and organisations.

Social marketing and health information

Strategies that advocate for change and influence positive behaviour of a target audience. Strategies may include use of mass media i.e. newspaper, flyers, radio, television, social media and pamphlets that are appropriately tailored to the target audience considering relevant cultural factors. Health information aims to improve a person's understanding of health and illness - the causes, risks, health management information, services and supports available in the Adelaide PHN region.

Community action

Community action aims to encourage, empower and support communities to build their capacity to develop and sustain improvements in their social and physical environments.

Settings and supportive environments

Development of healthier physical, social and cultural environments where people live, learn, work and play. This can be achieved through partnering and collaborating with relevant sectors such as local government, education and other community services.

TABLE 1: CONTINUUM OF HEALTH PROMOTION PRACTICE

Screening, individual risk assessment, & immunisation	Health education and skill development (community & providers)	Social marketing & health information	Community action	Settings & supportive environments
ADELAIDE PHN OBJECTIVES				
Increase provision of evidence-based health screening & immunisation for community & primary health care providers	Increase primary health care provider capacity to address health promotion, & health literacy	Raise awareness of health programs and influence self-empowerment & positive behaviour change of community Increase community & provider awareness & use of health promotion programs	Partner with community members & organisations in development & delivery of health promotion, prevention & early intervention strategies	Integrate health promotion & health literacy principles in Adelaide PHN internal organisational policies, structures & systems, to create a supportive environment Increase preventive health, health promotion & health literacy actions in primary health care settings



KEY FOCUS AREAS FOR ACTION

Primary Health Care Providers	Commissioning	Community	Internal Staff Wellbeing
Facilitate access to digital & hard copy patient health promotion information around lifestyle influences (smoking, nutrition, alcohol, physical activity & stress) Development of a health promotion & health literacy toolkit Development of health literacy training package	Integrate health promotion, prevention & health literacy activities into commissioning processes & contracts Commission services that demonstrate a commitment to health promotion & health literacy	Partner to develop specific health campaigns (Get Screened, Adelaide After Hours, Adult Immunisation) Development & use of a Health Awareness Calendar to guide health messaging promotion through medial channels & support of community events	Provide free influenza vaccinations for internal staff Provide access to opportunities for physical activity & healthy eating in the Adelaide PHN workplace Promote a positive work life balance culture

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We acknowledge the Kaurna peoples who are the Traditional Custodians of the Adelaide Region. We pay tribute to their physical and spiritual connection to land, waters and community, enduring now as it has been throughout time. We pay respect to them, their culture and to Elders past and present.