



# **Faculties of Pharmaceutical Sciences and Health Promotion**

***“Global Trend on Health  
Promotion”***




Presentation by Dr Samlee Plianbangchang, Regional Director, World Health Organization South-East Asia Region

## Interventions in Health

- Health Promotion
- Disease Control and Prevention
- Curative (Treatment) Care
- Rehabilitation Care



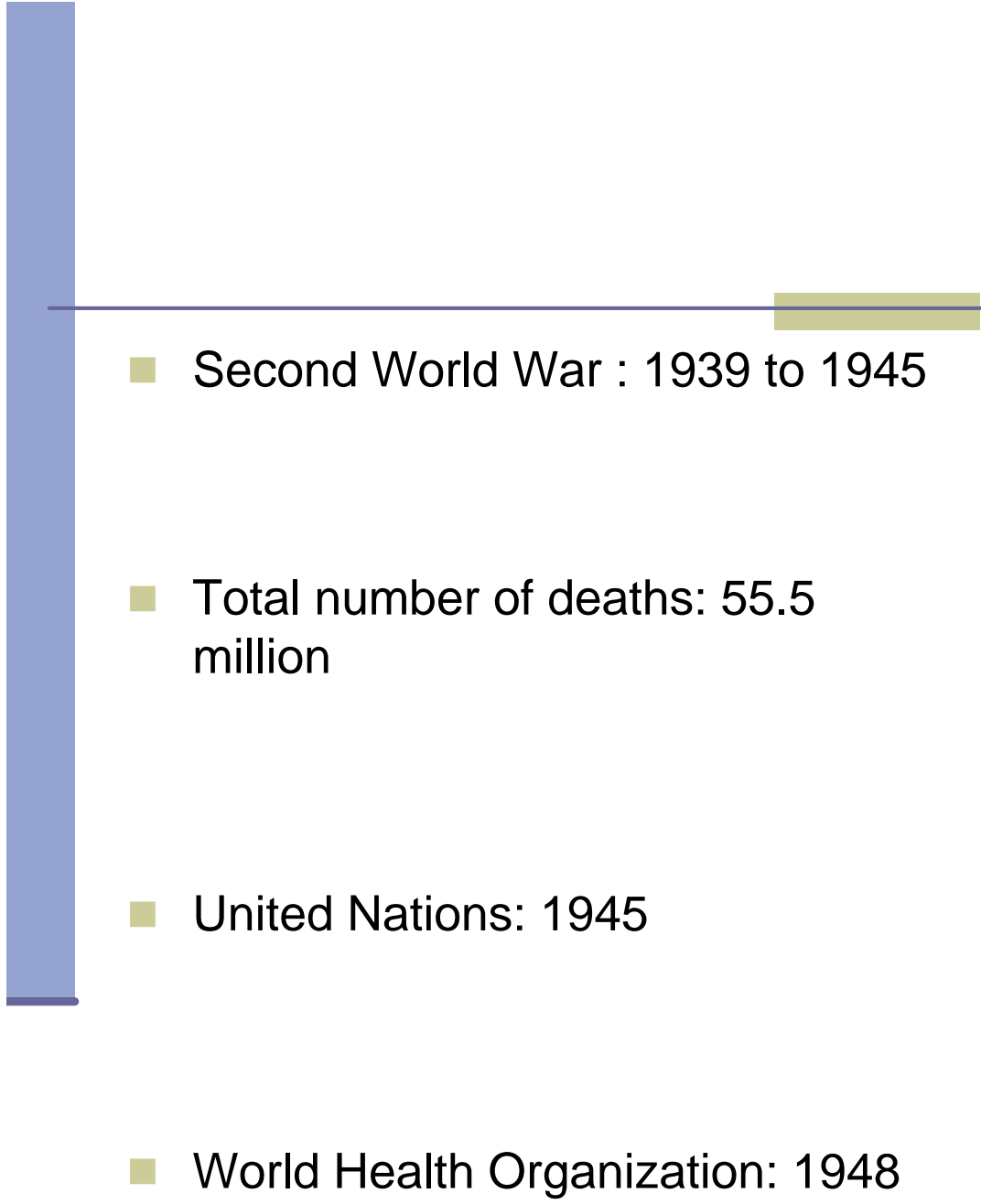



“Health is a state of complete  
physical, mental and social well-  
being and not merely the  
absence of disease or infirmity”

WHO, 1948









- First International Sanitary Conference: 1851

- International Sanitary Regulations: 1951

- International Health Regulations: 1969



## WHO, 1950s and 1960s

- Save life
  - Medical Education
  - Medical Care

- Fight against infectious diseases

- To meet its goal:

“the attainment by all peoples of the highest possible level of health”



## New Phase of Health Promotion, 1970s

- HFA 2000: 1977
- Alma Ata Declaration – PHC: 1978
- WHO/EURO initiative
  - Concepts and Principles of Health Promotion: 1984 (ICP/HSR 602/m01), Restricted
  - Healthy Cities Project: 1986



## International Conferences on Health Promotion

- First, Ottawa, Canada, 1986  
Theme ***“The Move Toward New Public Health”***
- Second, Adelaide, Australia, 1988  
Theme ***“Healthy Public Policy”***
- Third, Sundsvall, Sweden, 1991  
Theme ***“Supportive Environment for Health”***



## International Conferences on Health Promotion

- Fourth, Jakarta, Indonesia, 1997  
Theme “***New Partners for a New Era: Leading Health Promotion into the 21<sup>st</sup> Century***”
  
- Fifth, Mexico, 2000  
Theme “***Bridging the Equity Gap***”



## International Conferences on Health Promotion

- Sixth, Bangkok, Thailand, 2005  
Theme “***Policy for action:  
Addressing the determinants of  
health***”



## Health Promotion

Health Promotion:

*“the process of enabling people to  
increase control over and to  
improve their health”*



## Health Promotion (WHO WG on HP) – Principles

- Targeting the whole population, including those at risk
- Directing toward health determinants
- Combining diverse, but complementary methods/ approaches
- Involving people of all walks of life
- Being Multisectoral and multidisciplinary



## Key Actions

- Building healthy public policy
- Creating supportive environment
- Strengthening action by civil society
- Developing personal skills
- Re-orienting health services

