Good practice in the field of Health Promotion and Primary Prevention

Dr. Mohamed Bin Hamad Al Thani

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Definitions

Health Promotion
It is the science and art of helping people change their lifestyle to move toward a state of optimal health

Optimal Health
is the balance of physical, emotional, social, spiritual, and intellectual health

Life Style Change
It can be facilitated through efforts that support good health practices

(American Journal of Health Promotion, 1989,3,3,5)
Framework for Health Promotion Activities

Areas of Health Promotion Activities

- Preventive Health Services
- Community based work
- Economic and Regulatory activities
- Healthy Public Policies
- Environmental Health measures
- Health Education Programs
Health Promotion is critical to improving outcomes in meeting the health-related Millennium Development Goals.
Framework for Health Promotion Activities

Health promotion is critical to improving outcomes in meeting the health-related Millennium Development Goals.
Framework for Health Promotion Activities

- Successful outcomes in many Health activities can positively impact multiple SDGs
- Advances in these Goals can benefit Health in turn
TANNAHILL’S MODEL OF HEALTH PROMOTION (DOWNIE et al – 1990)

1. Health education
   e.g. life skills with young people...

2. Health protection
   e.g. workplace smoking policy..

3. Health prevention
   e.g. immunization, HT surveillance...
TANNAHILL’S MODEL OF HEALTH PROMOTION (DOWNIE et al – 1990)

1. **Health education**
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1. Health education
2. Health protection
3. Health prevention

Health Promotion
TANNAHILL’S MODEL OF HEALTH PROMOTION (DOWNIE et al – 1990)

1. **Health education**
   - e.g. life skills with young people...

2. **Health protection**
   - e.g. workplace smoking policy...

3. **Health prevention**
   - e.g. immunization, HT surveillance...

4. **Preventive health protection**
   - e.g. fluoridation of water...

5. **Health education**
   - e.g. lobbying for a ban on tobacco advertising...

6. **Health promotion**
   - e.g. workplace smoking policy...

7. **Health education**
   - e.g. life skills with young people...

8. **Health protection**
   - e.g. workplace smoking policy...
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1. **Health education**
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2. **Health protection**
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3. **Health protection**
   - E.g. fluoridation of water...

4. **Preventive health education**
   - E.g. smoking cessation advice and information...

5. **Health education for preventive health protection**
   - E.g. seat belt legislation.

6. **Health prevention**
   - E.g. immunization, HT surveillance...

7. **Health promotion**
   - ...
Core determinants of Health

<table>
<thead>
<tr>
<th></th>
<th>Core determinants</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life style</td>
<td>51%</td>
</tr>
<tr>
<td>2</td>
<td>Human Biology</td>
<td>20%</td>
</tr>
<tr>
<td>3</td>
<td>Environment (cultural, economic, social and physical conditions of life)</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>Health care system</td>
<td>10%</td>
</tr>
</tbody>
</table>
Core determinants of Health (Ctn’d)

Factors that Affect Health

Dr. Thomas R. Frieden

Thomas R. Frieden
M.D., M.P.H
American infectious disease expert
Former director of the U.S. Centers for Disease Control and Prevention
Qatar – Ministry of Public Health
Public Health Department

1st Division: Health Promotion & Non-communicable Diseases

2nd Division: Health Protection & Communicable Diseases

3rd Division: Food Safety and Environmental Health

PHD

NCD

CDC

FS & EH

PHS 2017-2022
Public Health Strategy: Strategic position

Public Health Strategy 2017 – 2022 is an extension to the National Health Strategy

NHS 2011-2016 contributes to achieving the goals of the National Development Strategy

Qatar National Development Strategy NDS 2011-2016 is articulated to QNV 2030

QNV 2030 based on Qatar’s Permanent Constitution aims to "transform Qatar into an advanced society capable of achieving sustainable development by 2030"

Constitution states that “The State shall foster public health; provide means of prevention from diseases and epidemics and their cure in accordance with the law.”
# National Health Strategy (NHS: 2011-2016)

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
<th>Achievements (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1</td>
<td>A comprehensive world-class healthcare system</td>
<td>72%</td>
</tr>
<tr>
<td>Goal 2</td>
<td>An integrated system of healthcare</td>
<td>71%</td>
</tr>
<tr>
<td>Goal 3</td>
<td><strong>Preventive healthcare</strong></td>
<td><strong>86%</strong></td>
</tr>
<tr>
<td>Goal 4</td>
<td>A skilled national workforce</td>
<td>62%</td>
</tr>
<tr>
<td>Goal 5</td>
<td>A national health policy</td>
<td>75%</td>
</tr>
<tr>
<td>Goal 6</td>
<td>Effective and affordable services, partnership in bearing of costs</td>
<td>95%</td>
</tr>
<tr>
<td>Goal 7</td>
<td>High-quality research</td>
<td>97%</td>
</tr>
</tbody>
</table>
**NHS Goal 3: Achievements**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Public Health Governance</td>
<td>82 %</td>
</tr>
<tr>
<td>3.2 Nutrition and Physical Activity</td>
<td>100 %</td>
</tr>
<tr>
<td>3.3 Tobacco Cessation</td>
<td>100 %</td>
</tr>
<tr>
<td>3.4 Consanguinity Risk Reduction</td>
<td>50 %</td>
</tr>
<tr>
<td>3.5 Communicable Disease Prevention</td>
<td>80 %</td>
</tr>
<tr>
<td>3.6 National Screening Prevention</td>
<td>82 %</td>
</tr>
<tr>
<td>3.7 Occupational Health</td>
<td>93 %</td>
</tr>
<tr>
<td>3.8 Maternal and New born Health</td>
<td>98 %</td>
</tr>
<tr>
<td>3.9 Implementing the National Road Safety Strategy</td>
<td>100 %</td>
</tr>
<tr>
<td>3.10 Establishment of the Food Safety Authority</td>
<td>98 %</td>
</tr>
<tr>
<td>3.11 Emergency Preparedness</td>
<td>96 %</td>
</tr>
<tr>
<td>3.12 Environmental Health</td>
<td>77 %</td>
</tr>
</tbody>
</table>

**Total Achievements:** 86%
Health Promotion achievements

Nutrition and Physical Activity

• Qatar Dietary Guidelines
• National Physical Activity Guidelines
• ‘We are Healthy Kids’ program
• ‘National Healthy School” program
• Healthy Lifestyle Campaigns
• 30% salt reduction in bread
Health Promotion achievements (Ctn’d)

Tobacco Cessation

• Global Adult Tobacco Survey GATS
• Tobacco cessation services
• Tobacco cessation clinics (Mayo Clinic program)
• Framework Convention on Tobacco Control (FCTC)
• Law No. 10 of 2016 on the control of Tobacco
Health Promotion achievements (Ctn’d)

Consanguinity Risk Reduction

• Pre-marital screening
• Counseling & Education campaigns
• Policy & guidelines for counseling
Health Promotion achievements (Ctn’d)

Cancer:

• National Screening Program
• Breast and Bowel cancer screening
• “Screen for Life” communications campaign

Survival rate is 100% when breast cancer is detected early
Survival rate is 90% when bowel cancer is detected early
Health Promotion achievements (Ctn’d)

Maternal and Newborn Health

• **Screening services for pregnant women**
• **Mental health screening for postpartum mother**
• **Breastfeeding education**
• **Antenatal care risk assessment**
• **National immunization schedule for children**
Health Promotion achievements (Ctn’d)

Road Safety

• National seatbelt, baby seat and child restraint campaigns
• Advanced training for A & E staff (Accident & Emergency attendance)
• Basic Life Support (BLS) training for police and civil defense
Health Promotion achievements (Ctn’d)

Communicable Diseases Prevention

• National campaign for free Measles, Mumps & Rubella (MMR) vaccines
• Communicable disease prevention & control framework
• Health surveillance & monitoring system
Health Promotion achievements (Ctn’d)

**Occupational Health**
- Campaigns for safe and healthy workplace

**Food Safety**
- Food Safety Education campaign

**Environmental Health**
- Routine air quality monitoring
- Environmental Health Impact Assessment

**Emergency Preparedness**
- National Health Emergency Management Plan (WHO)
## Health Promotion achievements (Ctn’d)

### Aims & Methods used

<table>
<thead>
<tr>
<th>Aim</th>
<th>How</th>
<th>Appropriate method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health awareness</td>
<td>Raising awareness, or consciousness, of health issues</td>
<td>group work, mass media, exhibitions, campaigns</td>
</tr>
<tr>
<td>Improving knowledge</td>
<td>Providing information</td>
<td>group teaching, exhibitions, mass media, campaigns</td>
</tr>
<tr>
<td>Self-empowering</td>
<td>Improving self-awareness, decision making</td>
<td>Group work, social skills training, simulation, role play, counselling</td>
</tr>
<tr>
<td>Changing attitudes and behavior</td>
<td>Changing the lifestyles of individuals</td>
<td>Group work, skills training, self-help groups</td>
</tr>
<tr>
<td>Societal/environmental change</td>
<td>Changing the physical or social environment</td>
<td>Community-based work, environmental measures, planning and policy making, organizational change, enforcement of laws and regulations</td>
</tr>
</tbody>
</table>
Why a Strategy for Public Health in Qatar?

NHS Goal 3: Preventive Healthcare

NHS 2011-2016

PHS 2017-2022
Why a Strategy in Public Health?

- **Outcomes of morbidity and mortality**
  - 80% are affected by health behaviors, social/economic factors, and physical environment
  - 20% are affected by direct clinical care and healthcare access

- 80% of deaths from more common diseases, such as cancer or heart disease, are attributable to lifestyle factors (i.e. smoking, alcohol, diet). These are often linked to health and social inequalities.

[Robert Wood Johnson Foundation]  
WHO
Why a Strategy in Public Health (Ctn’d) ?

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population in thousands (2015)</td>
<td>2,235</td>
</tr>
<tr>
<td>% Population under 15</td>
<td>15.5</td>
</tr>
<tr>
<td>% Population over 60</td>
<td>2.3</td>
</tr>
<tr>
<td>Life expectancy at birth (2015) (Both sexes)</td>
<td>78 (Both sexes)</td>
</tr>
<tr>
<td>Life expectancy at birth (Male)</td>
<td>77 (Male)</td>
</tr>
<tr>
<td>Life expectancy at birth (Female)</td>
<td>80 (Female)</td>
</tr>
<tr>
<td>Neonatal mortality rate (per 1000 live births (2015))</td>
<td>4</td>
</tr>
<tr>
<td>Under-5 mortality rate per 1000 live births (2015)</td>
<td>8</td>
</tr>
<tr>
<td>Maternal mortality ratio per 100,000 live births(2015)</td>
<td>13</td>
</tr>
<tr>
<td>% DPT3 Immunization coverage among 1-year olds(2014)</td>
<td>99.0</td>
</tr>
<tr>
<td>% Antenatal care coverage at least once by skilled personnel (2012)</td>
<td>90.8</td>
</tr>
<tr>
<td>Density of physicians (per 10,000 population) (2014)</td>
<td>77.4</td>
</tr>
<tr>
<td>Density of nurses per 10,000 population (2014)</td>
<td>118.7</td>
</tr>
<tr>
<td>Total expenditure on health as a percentage of the gross domestic product (2013)</td>
<td>2.2</td>
</tr>
<tr>
<td>General government expenditure on health as a percentage of total expenditure on health (2013)</td>
<td>83.8</td>
</tr>
<tr>
<td>The share of out-of-pocket spending (2013)</td>
<td>5.7</td>
</tr>
<tr>
<td>Adult literacy rate (% 15+ years), Both sexes (2015)</td>
<td>97.8</td>
</tr>
<tr>
<td>Population using improved drinking-water sources (%) (2012)</td>
<td>55.0</td>
</tr>
<tr>
<td>Population using improved sanitation facilities (%) (2012)</td>
<td>24.0</td>
</tr>
<tr>
<td>Gender-related Development Index rank out of 155 countries (2014)</td>
<td>116</td>
</tr>
<tr>
<td>Human Development Index rank out of 188 countries (2014)</td>
<td>32</td>
</tr>
</tbody>
</table>
Why a Strategy in Public Health (Ctn’d)?

Each 10% increase in Public Health spending results in

- Cardiovascular deaths decrease by 3.2%
- Cancer deaths decrease by 1.1%
Why a Strategy in Public Health (Ctn’d)?

Each 10% increase in Public Health spending results in:

- Infant deaths decrease by 6.9%
- Diabetes deaths decrease by 1.4%
Public Health Strategy 2017-2022

- Strategic Enablers
- Health Areas
Public Health Strategy 2017-2022 (Ctn’d)

4 Enablers

1. Community Engagement & Empowerment
   - 14 Goals: 3
   - 42 Initiatives: 11

2. Data Driven & Intelligence
   - 14 Goals: 4
   - 42 Initiatives: 9

3. Workforce & System Capability
   - 14 Goals: 3
   - 42 Initiatives: 9

4. Leadership, Regulation & Accountability
   - 14 Goals: 4
   - 42 Initiatives: 13

Strategic Enablers
Public Health Strategy 2017-2022 (Ctn’d)

16 Health Areas – 63 Health Objectives

<table>
<thead>
<tr>
<th>Cardiovascular Disease</th>
<th>Diabetes</th>
<th>Health Lifestyle</th>
<th>Road Safety</th>
<th>Communicable Disease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respiratory Disease</td>
<td>Mental Health</td>
<td>Tobacco</td>
<td>Vision</td>
<td>Environmental Health</td>
</tr>
<tr>
<td>Maternal &amp; Child Health</td>
<td>Occupational Health</td>
<td>Cancer</td>
<td>Musculoskeletal</td>
<td>Food Safety</td>
</tr>
<tr>
<td></td>
<td>Oral Health</td>
<td></td>
<td></td>
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Health outcomes – Public Health Strategy

Outcomes of morbidity and mortality

80% are affected by health behaviors, social/economic factors, and physical environment

20% are affected by direct clinical care and healthcare access

Our work is based on WHO strategies to drive progress towards the globally agreed goal of a 25% reduction in premature NCD mortality by 2025
PHS 2017-2022: Health Promotion: 4 Strategic Enablers (42 Initiatives) & 16 Health Areas (63 Objectives)

Health Education Examples

- Initiative 1.2.1 Community public health communication strategy
- Initiative 1.3.3 High-risk population community education programs
- Initiative 1.3.4 School based public health programs
- C2: Implement cancer educational sessions targeting academic institutions
- D1: Integrate public awareness and prevention activities focusing on target populations

Health Protection Examples

- HL1: Reduce the risk factors of chronic non-communicable diseases
- OH3: Minimize the rate of occupational diseases, injuries, fatalities and exposure to hazards at all workplaces
- O3: Implement annual oral and dental check-ups for adults as per international recommendations

Health Prevention Examples

- HL4: Increase the practice of regular physical activity across the population, with particular emphasis on schools, workplaces and targeted communities
- TC2: Implement a tobacco law enforcement framework that is aligned with WHO Framework Convention on Tobacco Control compatible policy and legislation
- CVD2: Develop and implement screening guidelines for the early detection of the risk factors leading to cardiovascular diseases


TANNAHILL’S MODEL OF HEALTH PROMOTION
The role of the Primary Health Care

- Primary Health Care Corporation PHCC has the first and most regular contact with the people of Qatar
- PHCC is ideally placed to promote good health for a better balance between curative and preventative interventions
The role of the Primary Health Care (Ctn’d)

• In 1978, WHO members including the state of Qatar declared in Alma-Ata that primary health care should be the “central function and main focus” of a country’s health system.

• On 4th of November 2008, WHO members - EMRO declared in Doha: “The primary health care approach is the main strategy to achieve better health and well-being for the people of the Region.”
The role of the Primary Health Care (Ctn’d)

The responsibility of Primary Care in the Public Health

Health Promotion is an important aspect of primary health care in Qatar
The role of Primary Health Care (Ctn’d)

• The increasing prevalence of chronic disease in Qatar shifts the focus of care: from cure to prevention

• Early identification of risk factors and prevention initiatives are now a part of everyday practice in PHCC
Examples of PH initiatives in an Integrated Model
PHCC: Achievements in Health Promotion

**Diabetes**
- Healthier lifestyles (PHCC’s Wellness services)
- National Diabetes Screening Program
- SMART clinic approach (SMART health checkup service to identify patients at risk of developing diabetes)

**Occupational Health**
- Participating in the Emergency and Disaster Preparedness Plan
- Workplace Wellness Program
- Workplace inspections

**PHCS 2013-2018**
PHCC: Achievements in Health Promotion

- **Tobacco Cessation**
  - Clinical Guideline for Smoking Cessation (standard package to patients)
  - Smoking cessation Clinics (5 PHCC health centers)

- **Cancer**
  - Screening Programs for Breast and Bowel Cancer
  - Promotion and Awareness Campaigns
PHCC: Achievements in Health Promotion

Healthy Lifestyles
Pilot of Healthy lifestyle service opened (Rawdat Al Khail)

Mental Health
Mental health prevention and promotion programs with stakeholders

PHCS 2013-2018
PHCC: Achievements in Health Promotion (Ctn’d)

Communicable Diseases
- Running annual campaigns for TDaP, Hajj and Umrah and Influenza for health care workers and high risk groups

Monitoring and supervising Immunization Programs
- Health education materials for communicable diseases

Maternal & Child Health
- Pregnancy care notebook
- Educational materials in Arabic & English for breastfeeding
- Postnatal 6 week check implemented in 5 health centers

PHCS 2013-2018
PHCC: Achievements in Health Promotion (Ctn’d)

**Vision**
- Ophthalmology services are currently available in 15 PHCC Health Centers
- Awareness campaigns regarding eye conditions

**Oral Health**
- Beautiful Smile service for children and pregnant women in 6 health centers
- Qatar Child Oral Health Survey (2017)

**Cardiovasc. Diseases**
- National Screening Guidelines for the risk factors for Cardiovascular Diseases

PHCS 2013-2018
• HMC is the main provider of secondary & tertiary healthcare in Qatar for more than three decades

• One of the leading hospital providers in the Middle East

All HMC hospitals are accredited by Joint Commission International
Health Promotion in Hospitals
Case study: Hamad Medical Corporation HMC
Health Promotion in Hospitals (Ctn’d)
Case study: Hamad Medical Corporation HMC
Health Promotion in Hospitals (Ctn’d)
Case study: Hamad Medical Corporation HMC

- Health education
- Heart campaign
- Patients
- Quality of life
- Health protection
- Behaviour of patients & relatives
- Health prevention

A Heart Attack Can Strike Anyone at Anytime
Know the Signs

Get help now! Call 999 immediately.

Al Falah Hospital
Al Rayyan, Qatar
Health Promotion in Hospitals (Ctn’d)
Case study: Hamad Medical Corporation HMC

HMC

Health education

Patients Quality of life

Health protection

Behaviour of patients & relatives

Health prevention

Occupational Health & Safety

1st HMC Occupational Health & Safety Symposium
Health Promotion in Hospitals (Ctn’d)
Case study: Hamad Medical Corporation HMC

Health education

Health protection

HMC

Patients Quality of life

Behaviour of patients & relatives

Health prevention

Diabetes prevention
Health Promotion in Hospitals (Ctn’d)
Case study: Hamad Medical Corporation HMC

- Health education
- Patients Quality of life
- Health protection
- Health prevention
- Value your behaviour
- Behaviour of patients & relatives

HMC
Health Promotion in Hospitals (Ctn’d)
Case study: Hamad Medical Corporation HMC

HMC commits itself to becoming a smoke-free hospital
Collaborative Achievements in Health Promotion

HMC - PHCC

Breast Cancer Awareness Month
October

Early Detection Saves Lives
Collaborative Achievements in Health Promotion

MoPH - PHCC

Asthma prevention program in children
Collaborative Achievements in Health Promotion

MoPH – PHCC - HMC
Collaborative Achievements in Health Promotion

MoPH – PHCC - HMC

“Start Now” campaign to raise public awareness of the importance of regular physical activity and exercise as part of a healthy lifestyle
Thank You