



Pratiche e Competenze per la Promozione della Salute: la visione europea

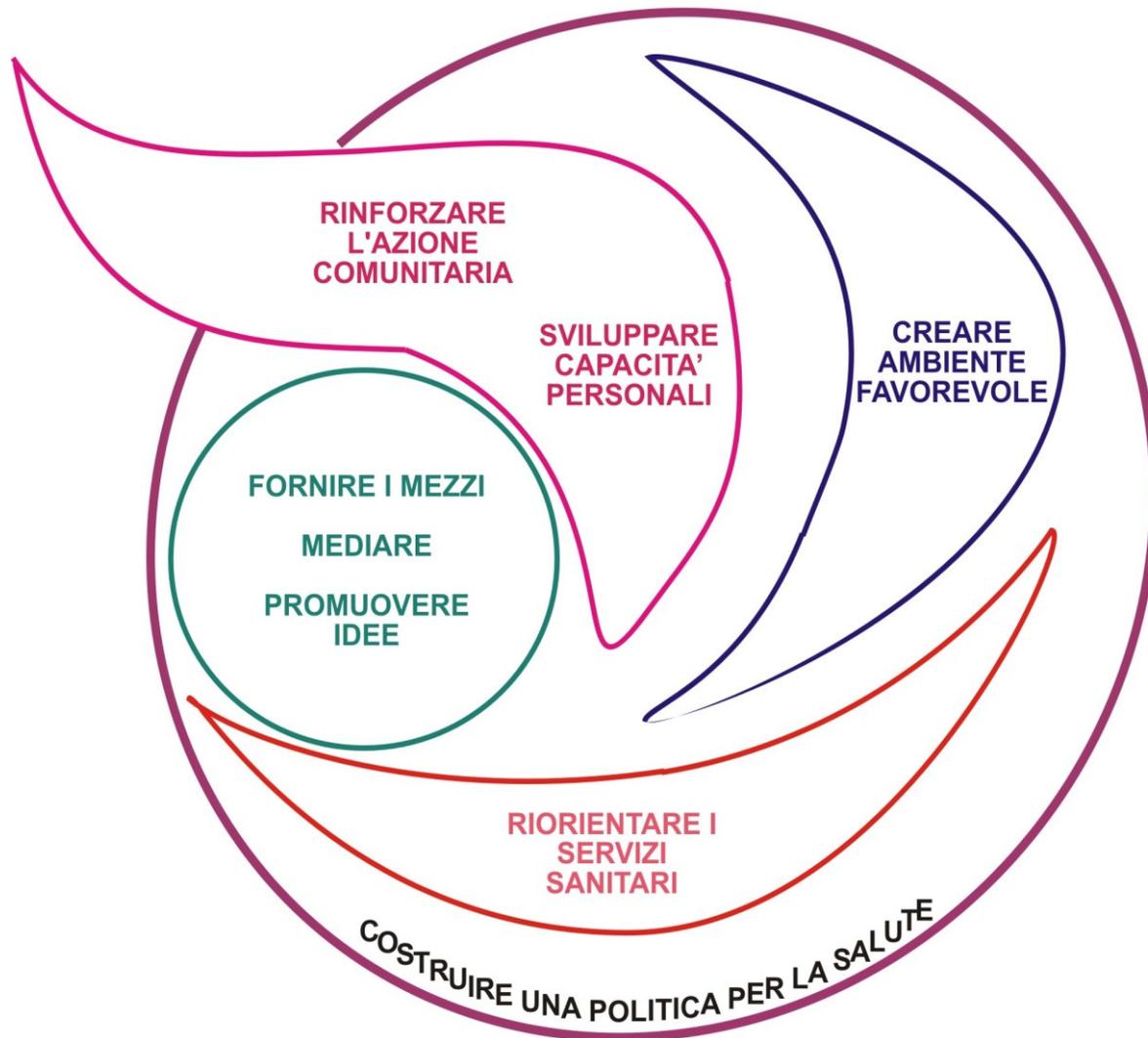
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Health education

- Health education comprises consciously constructed **opportunities for learning** involving some form of communication designed to improve *health literacy, including improving knowledge, and developing life skills which are conducive to individual and community health.*

CARTA DI OTTAWA PER LA PROMOZIONE DELLA SALUTE

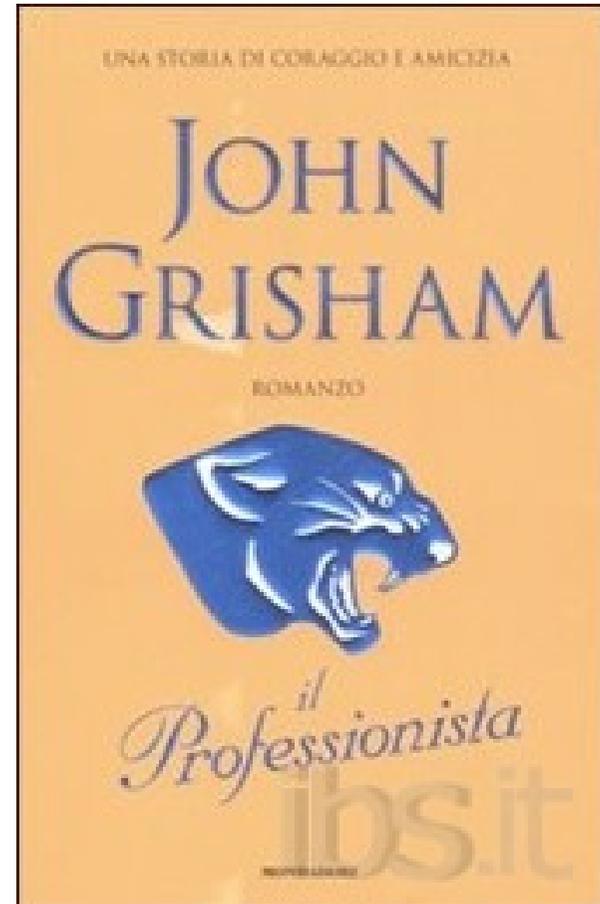


Promozione della Salute

La promozione della salute é il processo che consente alle persone di acquisire un maggior controllo della propria salute, e di migliorarla.

La promozione della salute rappresenta un processo socio-politico globale: esso investe non soltanto le azioni finalizzate al rafforzamento delle capacità e delle competenze degli individui, ma anche l'azione volta a modificare le condizioni sociali, ambientali e economiche in modo tale da mitigare l'impatto che esse hanno sulla salute del singolo e della collettività. La promozione della salute é il processo che consente alle persone di acquisire un maggior controllo dei fattori determinanti della salute e, di conseguenza, di migliorare la loro salute.

IL PROFESSIONISTA DELLA PdS



IL PROFESSIONISTA DELLA PdS: LA VISIONE EUROPEA DELLE COMPETENZE



**EUROPEAN
MASTER IN
HEALTH
PROMOTION**

The European Master in Health Promotion (EUMAHP) is a consortium, which has been funded by the European Commission (EC) DG SANCO from 1998-2004 as part of a programme to improve public health and health promotion training in the European Union. Since then this consortium cooperates in research and teaching to further elaborate the European Dimension of Health Promotion

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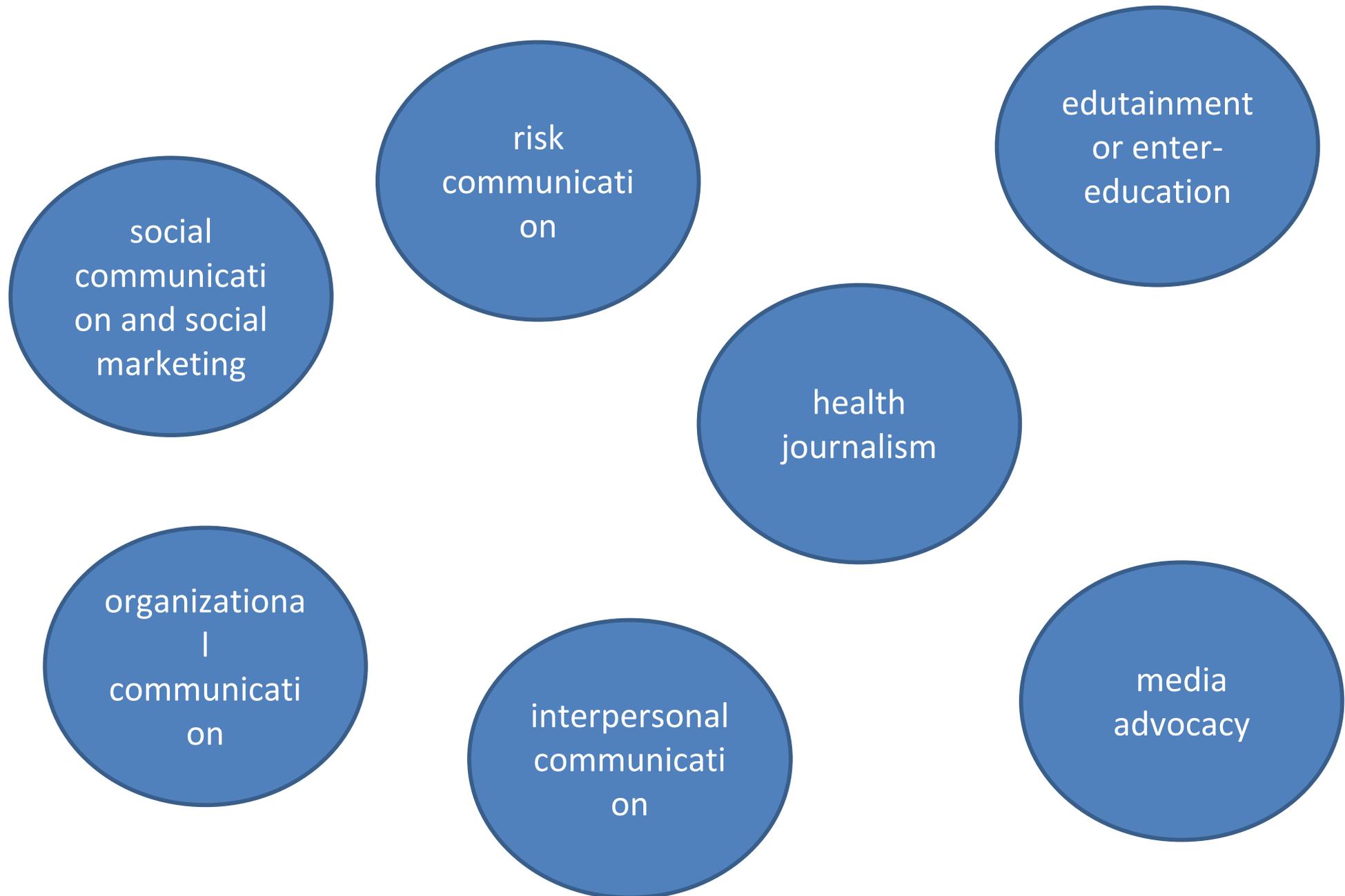
CompHP

DEVELOPING COMPETENCIES AND
PROFESSIONAL STANDARDS FOR HEALTH
PROMOTION CAPACITY BUILDING IN EUROPE

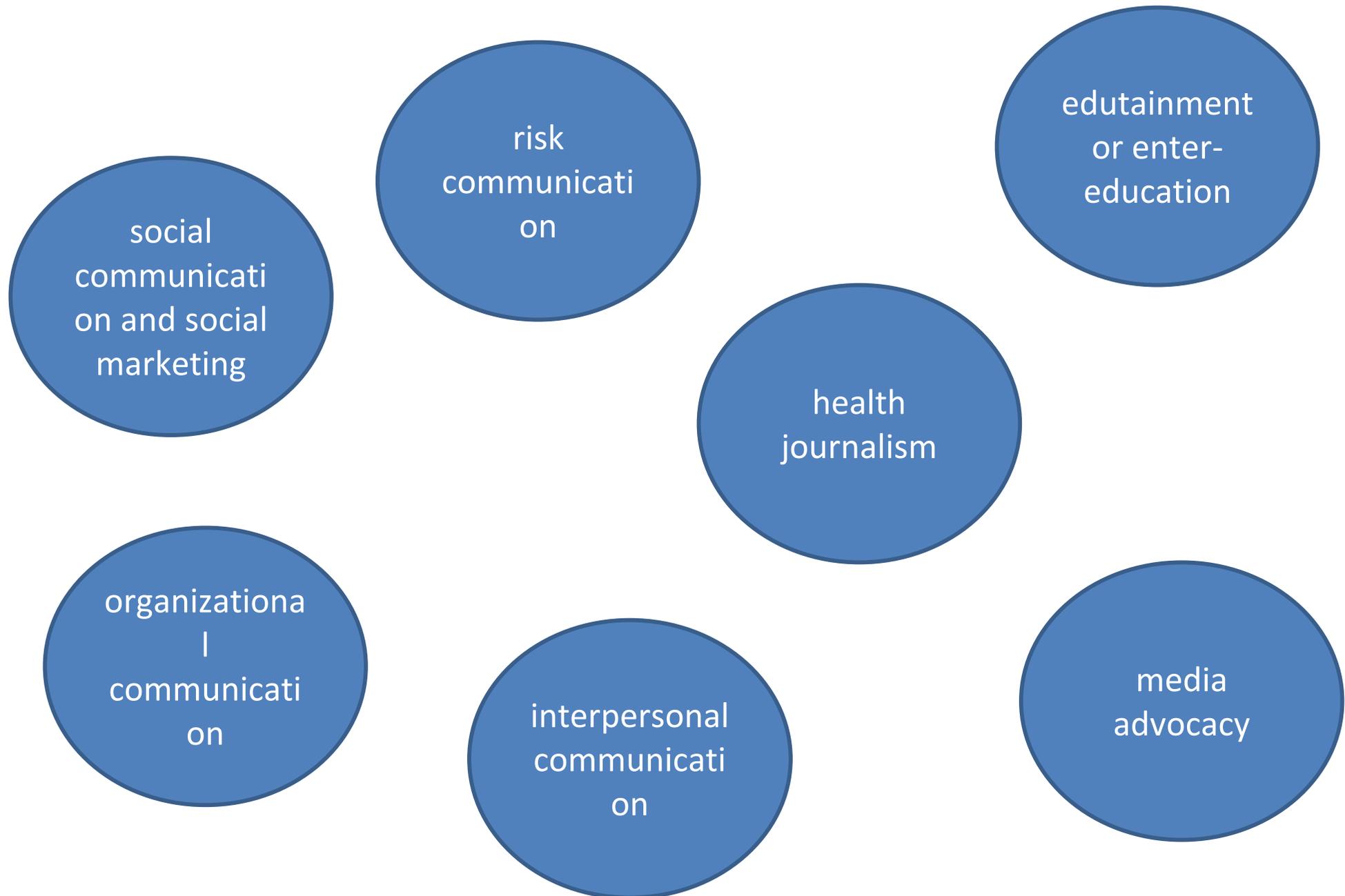
I processi
di
comunicazione
e
la salute

I processi
di
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e
la promozione
della salute

Health promoting communication



Health promoting communication



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4. Communication

Communicate health promotion action effectively, using appropriate techniques and technologies for diverse audiences.

A health promotion practitioner is able to:

- 4.1 Use effective communication skills including written, verbal, non-verbal, and listening skills
- 4.2 Use information technology and other media to receive and disseminate health promotion information
- 4.3 Use culturally appropriate communication methods and techniques for specific groups and settings
- 4.4 Use interpersonal communication and groupwork skills to facilitate individuals, groups, communities and organisations to improve health and reduce health inequities

Health communication

- Health communication is a key strategy to inform the public about health concerns and to maintain important health issues on the public agenda. The use of the mass and multi media and other technological innovations to disseminate useful health information to the public, increases awareness of specific aspects of individual and collective health as well as importance of health in development.

Health communication is directed towards improving the *health status of individuals and* populations. Much of modern culture is transmitted by the mass and multi media which has both positive and negative implications for *health*. *Research shows that theory-driven mediated health promotion programming can put health on the public agenda, reinforce health messages, stimulate people to seek further information, and in some instances, bring about sustained healthy lifestyles.*

- Health communication encompasses several areas including edutainment or enter-education, health journalism, interpersonal communication, media advocacy, organizational communication, risk communication, social communication and social marketing.
- It can take many forms from mass and multi media communications to traditional and culture-specific communication such as story telling, puppet shows and songs.
- It may take the form of discreet health messages or be incorporated into existing media for communication such as soap operas.
- Advances in communication media, especially in the multi media and new information technology continue to improve access to health information. In this respect, health communication becomes an increasingly important element to achieving greater *empowerment of individuals and communities.*