

Planning for Community-based Health Promotion Programmes: Implications for Programme Planning

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PURPOSE OF STUDY

Main Objectives of study:

- 1. To assess the health promotion needs of the community staying in Eastern part of Singapore**
- 2. To discuss key findings that may impact health promotional programme planning**

LITERATURE REVIEW

- **Health promotion can be defined as “the process of enabling people to increase control over, and to improve their health” (Ottawa Charter for Health Promotion, 1986).**
- **Not only the responsibility of the health sector but of the community as well.**
- **About reaching a state of complete physical, mental and social well-being.**

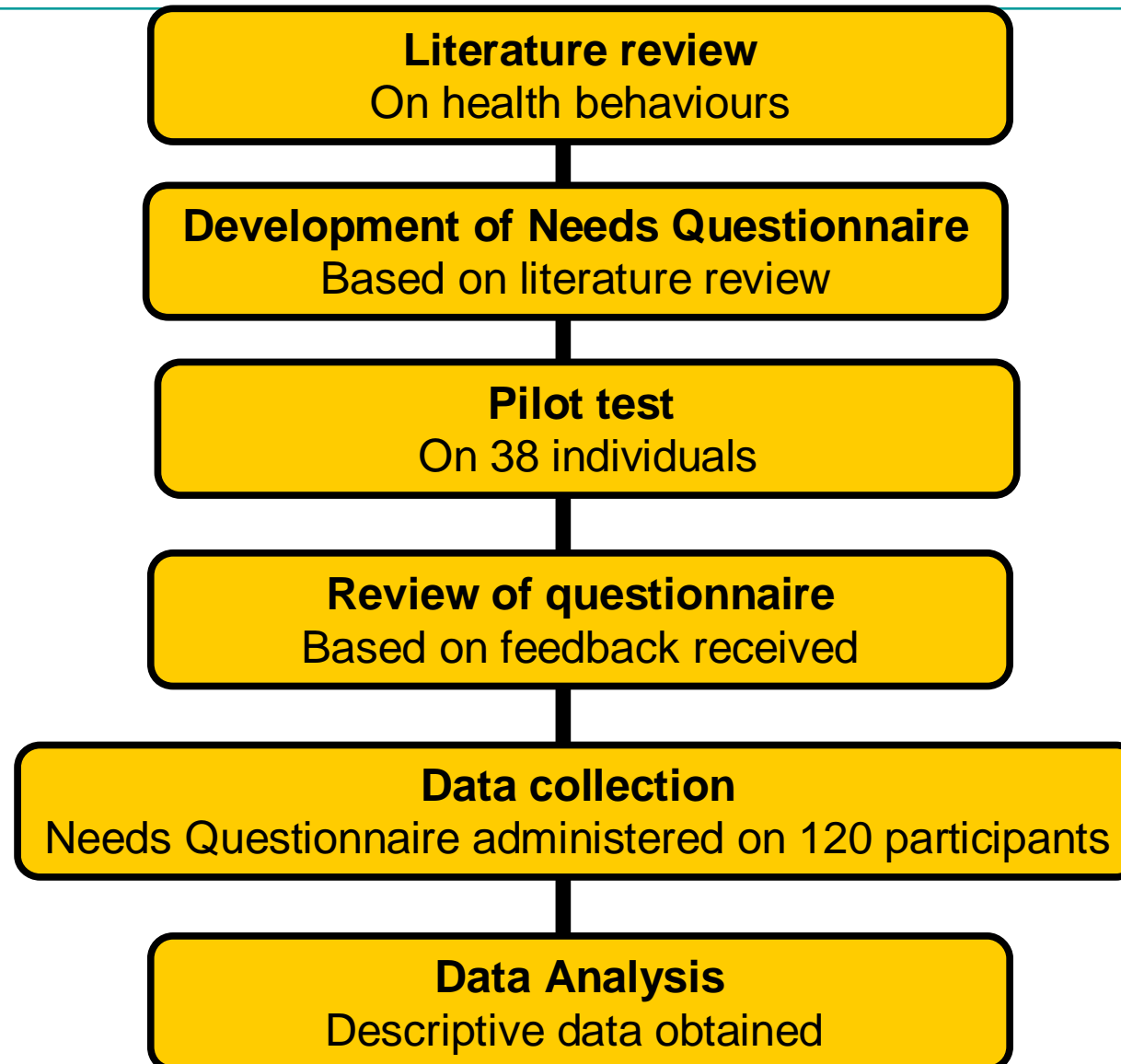
LITERATURE REVIEW

- **Ottawa Charter for Health Promotion (1986) listed out 5 goals for health promotion. These includes:**
 - ↳ Formulating healthy public policy
 - ↳ Developing personal skills
 - ↳ Strengthening supportive environment
 - ↳ Reorienting health services
- **Not just about disease prevention but is about having a supportive environment and mindset that would empower individuals and families to make decisions in the best interest of their health. (Lee, 1999).**

LITERATURE REVIEW

- **In the Singapore context, the population is ageing rapidly and there is a rising prevalence of chronic diseases (Committee on Ageing Issues, 2006).**
- **A need to assess the perceptions of the Singapore community in terms of their health promotional needs, motivations, preferences and perceived barriers to their participation.**
- **Enable programmes to be responsive to the ever changing trends, needs, attitudes, concerns and mores of a society (Egger, Spark, Lawson & Donovan, 1999).**

METHODOLOGY

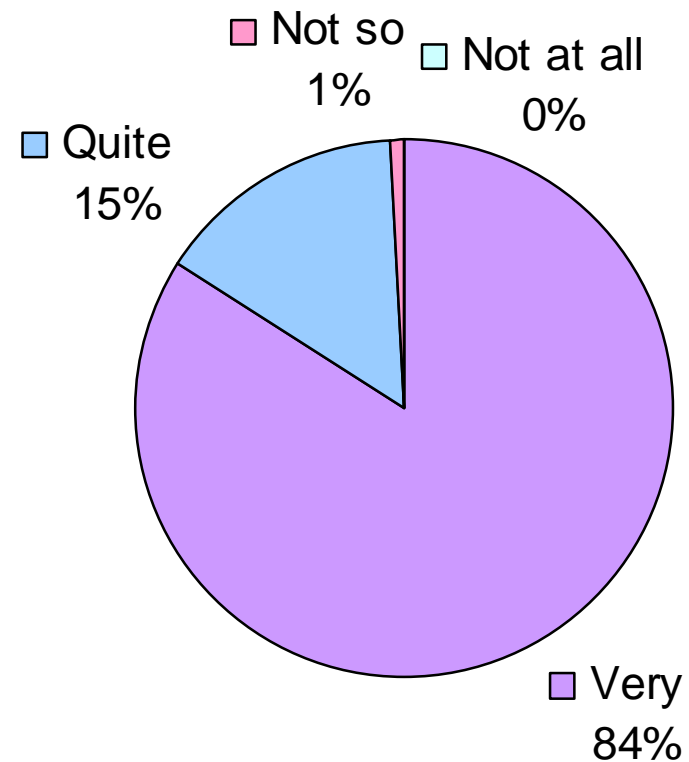


METHODOLOGY

- **Non probability convenience sampling**
- **Data collection was conducted in conjunction with a health and fitness screening held at a Community Complex in the East**
- **Participation was open to the general public.**
- **Participants younger than 35 years were excluded from this study.**

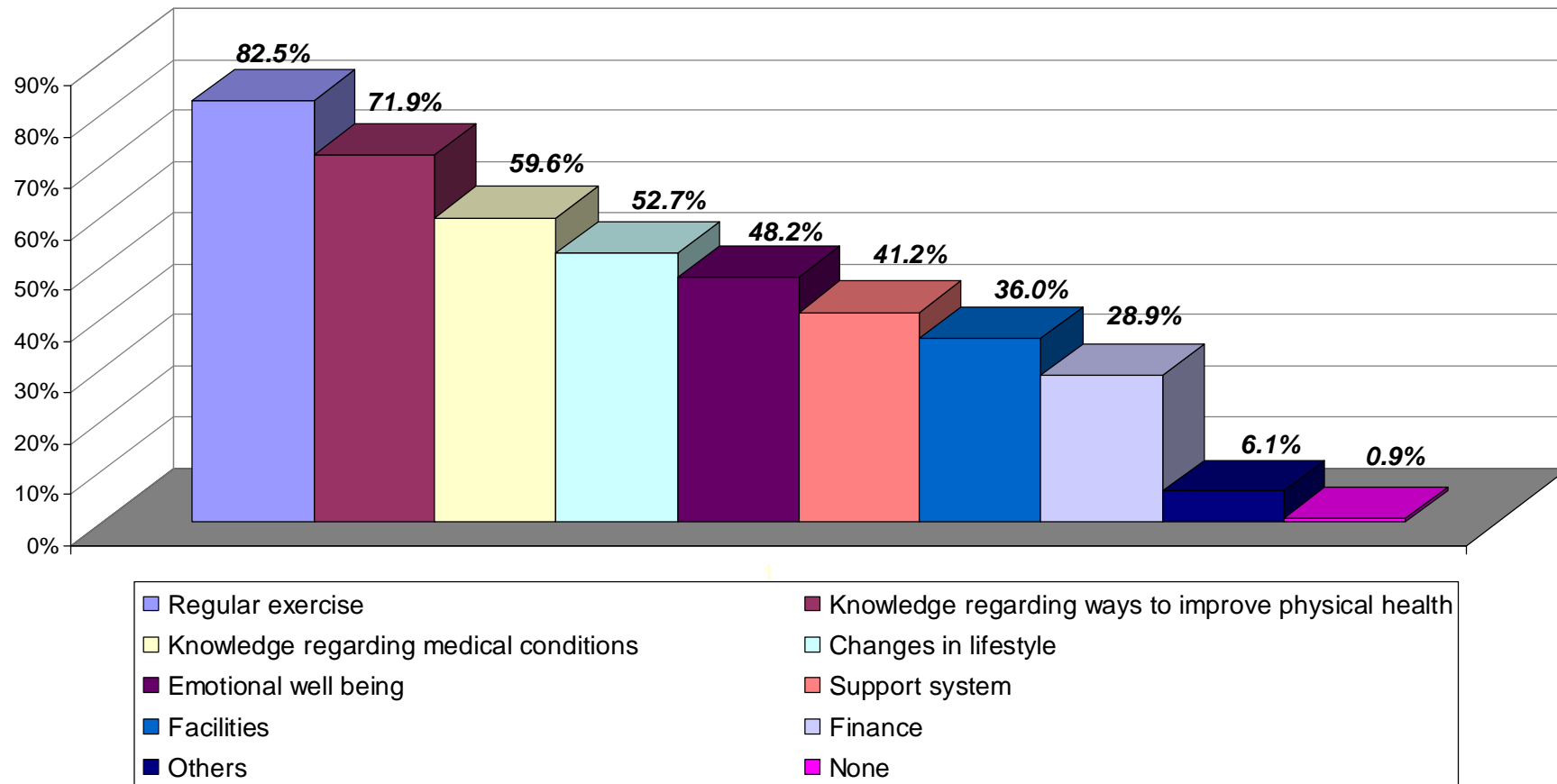
RESULTS: PERCEPTION OF HEALTH

How important is health to you?



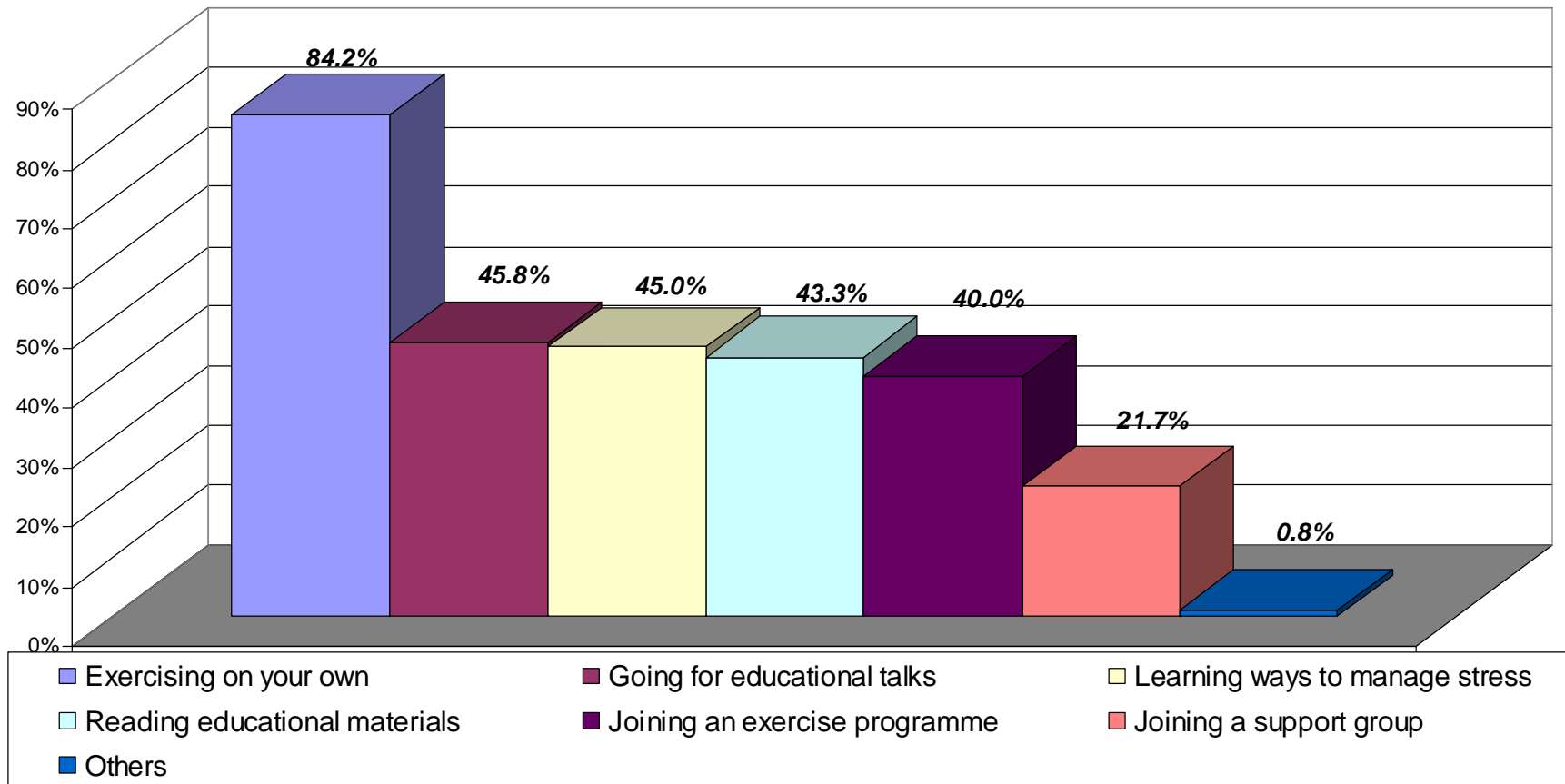
RESULTS: PERCEPTIONS ON STAYING HEALTHY

Which of the following do you think will help you to stay healthy?



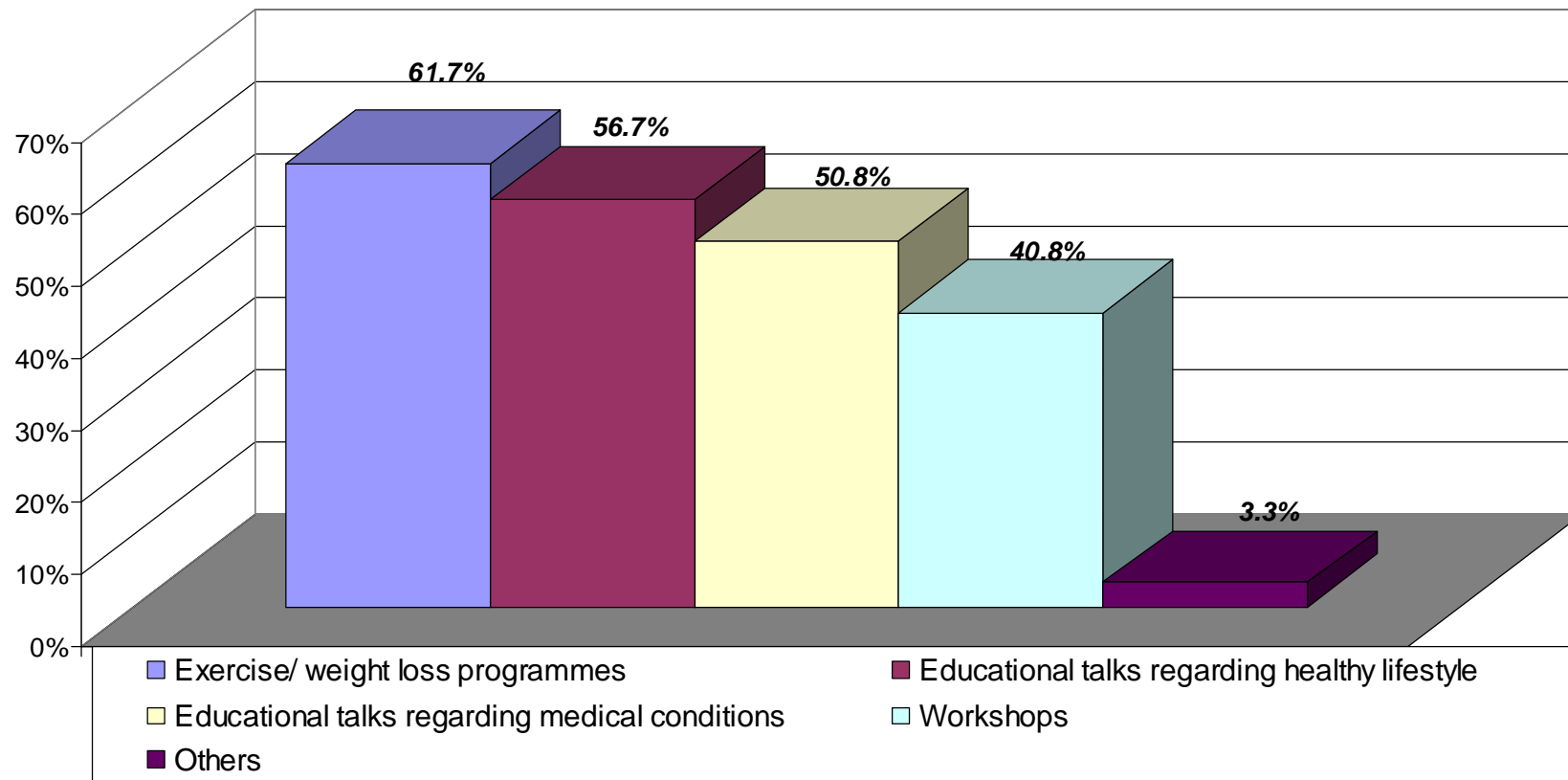
RESULTS: PERCEPTIONS ON ACTIVITIES THAT PROMOTE HEALTH

Which of the following would you be able to carry out
as to improve your health?



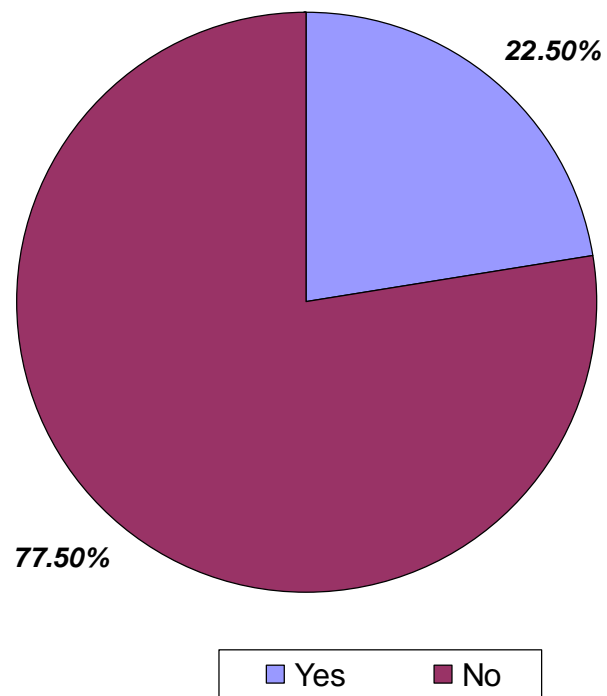
RESULTS: PERCEPTIONS ON INTEREST

Tick the health programmes you will be interested to join if it is available?



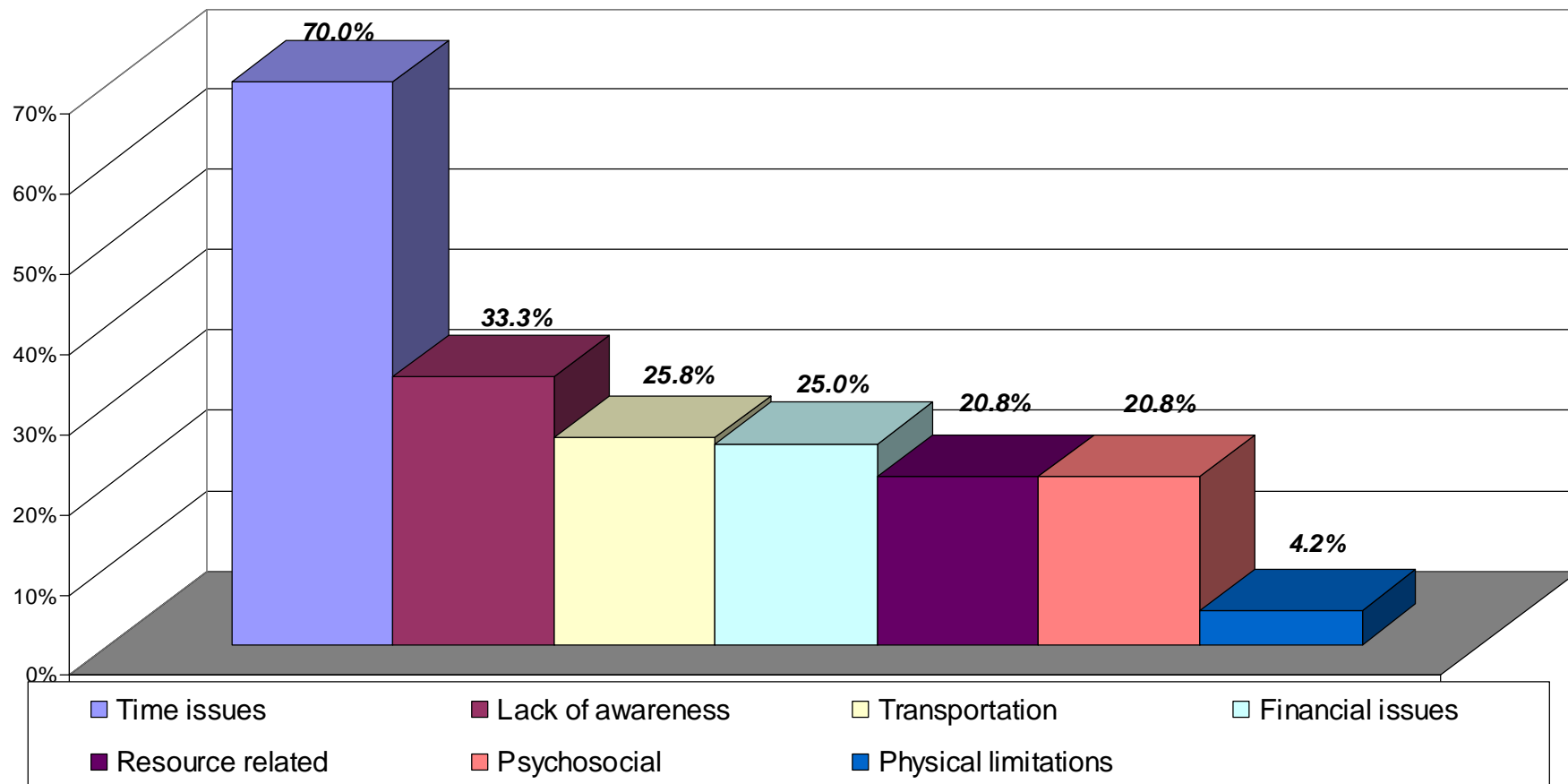
RESULTS: PARTICIPATION IN PROGRAMMES

Have you participated in any
health promotion programmes before?



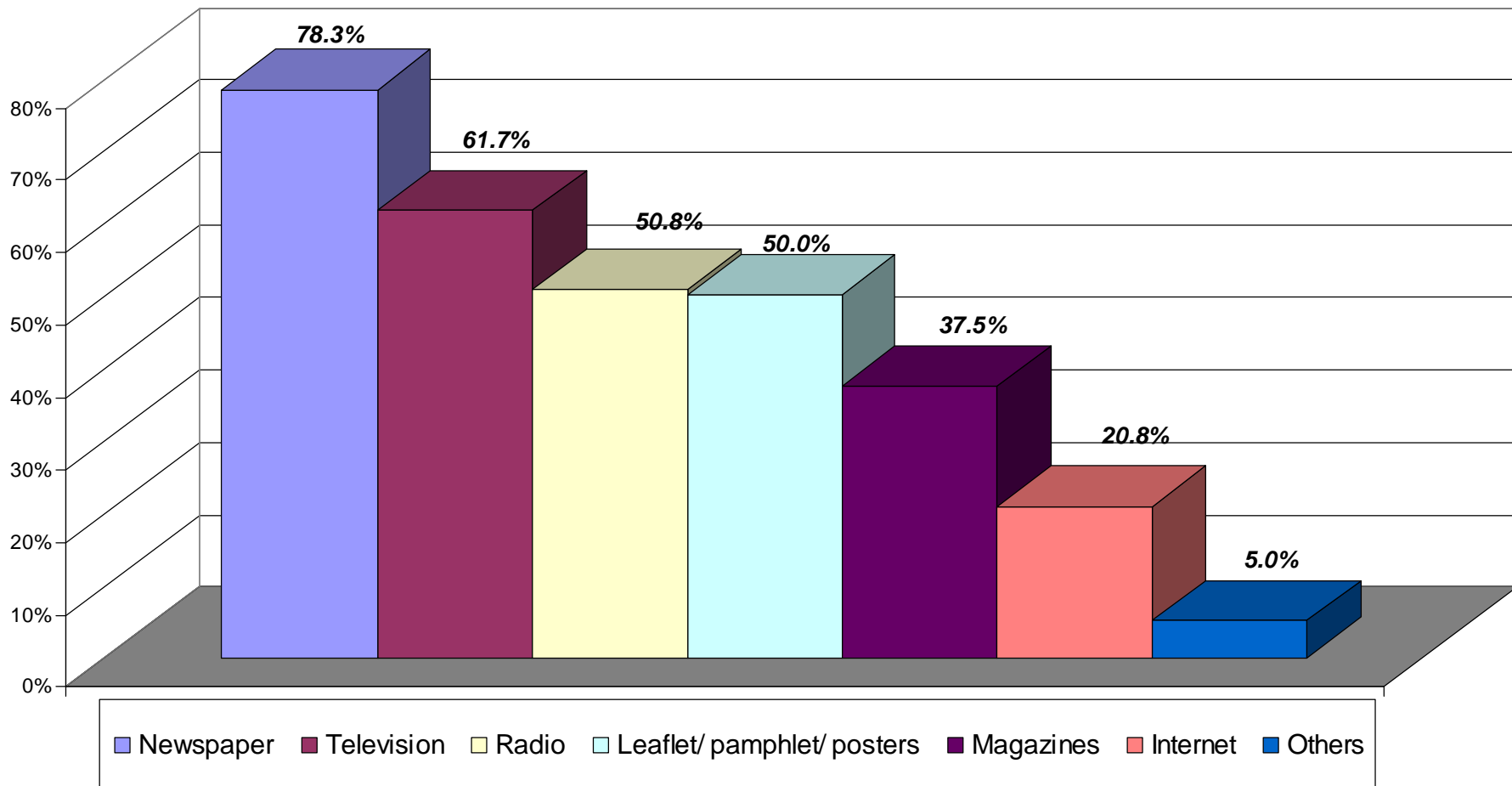
RESULTS: BARRIERS TO PARTICIPATION

What might prevent you from joining a health promotion programme?



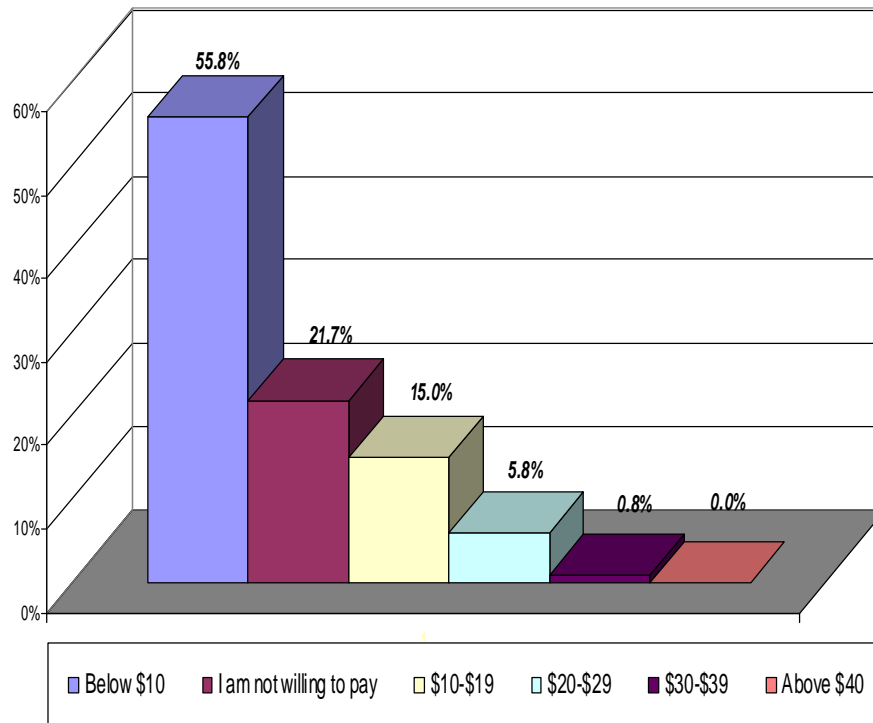
RESULTS: COMMUNICATION

Best ways to inform you about health related programmes

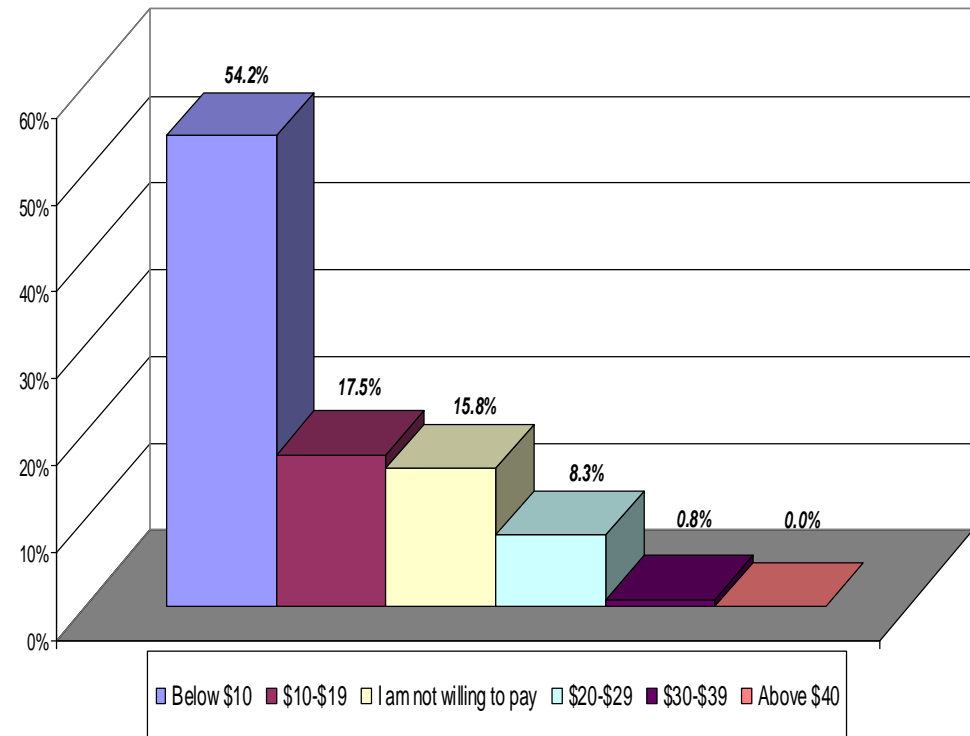


RESULTS : PERCEPTIONS ON PROGRAMME COST

What do you think is a reasonable amount to pay for a health promotional talk?



What do you think is a reasonable amount to pay for a health promotion workshop/ programme?



DISCUSSION

- **Most of the participants valued having good health.**
- **Common themes that emerged on the reasons were related to :**
 - Wanting to participate in their life roles eg parent/grandparent etc
 - Being independent in their daily lives
 - Perceptions that poor health would result in costly healthcare expenses
- **Majority of them felt that they could stay healthy by having regular exercise.**
- **According to the 2004 National Health Survey, about 48.1% of those surveyed were considered to be still physically inactive.**

DISCUSSION

- **Appears to be a disparity between Singaporean's knowledge that regular exercise is beneficial and their actual participation in exercise.**
- **Less than one third of participants had participated in health promotional programmes before.**
- **It appeared that the lack of time was a major barrier affecting participation.**
- **This was also the same reason for non participation in physical activity as indicated by the National Health Survey 2004.**

DISCUSSION

- **This suggested that although participants knew what was good for them, they may not perceive themselves as being susceptible to diseases and the need was not urgent enough to prompt them to do something about it**
- **According to Toh, Chew and Tan (2002), there is a need to obtain reasons for low participation in health promotional programmes.**
- **Understanding non participation could assist in finetuning current programmes.**

DISCUSSION

- **Results also imply that Singaporeans are becoming more knowledgeable and interested in health issues.**
- **The next challenge in primary health promotion would be to move beyond the dissemination of health information and to provide skills and environmental adaptations that would reinforce positive health behaviours (Toh, Chew and Tan, 2002).**
- **Having more interactive activities such as exercise programmes and workshops could help turn knowledge into action.**

DISCUSSION

- **Using the mass media (newspaper, television and radio) to market programmes could address the “lack of awareness” barrier indicated in the study.**
- **Most participants felt that health promotional programmes should be offered at minimal cost.**
- **Keeping programmes affordable is an important consideration while planning programmes.**

DISCUSSION

- **An interdisciplinary team is needed**
- **This is especially since a great amount of determination and motivation is required for people to make lifestyle changes and employ these changes in their lives (Toh, Chew and Tan, 2002).**
- **It is important to study in more detail, the perceptions, motivations and preferences of Singaporeans so that these motivators and barriers can be addressed.**

LIMITATIONS

- **As participants were recruited at a free health and fitness screening programme, they could be deemed as being more health conscious and are not representative of the population.**
- **Due to the locality in which the recruitment was conducted, results cannot be generalised for the Singapore population.**
- **A more in depth study could provide more vital information.**

CONCLUSION

- **Health promotion is multi dimensional and require an interdisciplinary team to be involved in programme planning.**
- **It is important to assess the health promotional needs of the Singapore community to ascertain the needs of those being served.**
- **This would enhance the planning and evaluation of relevant programmes and raise participation in community based programmes**

THANK YOU

REFERENCE

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