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The New World of
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epidemiology and
collaboration to define
the real causes of chronic
diseases. The book
provides practitioners

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increase control over
their own health. It
covers a wide range of
social and environmental
interventions that are
designed to benefit and
protect individual
people ' s health and
quality of life by
addressing and
preventing the root
causes of ill health, not
just focusing on
treatment and cure.

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The first International
Conference on Health
Promotion was held in
Ottawa in 1986, and was
primarily a response to
growing expectations for
a new public health
movement around the
world. It launched a
series of actions among

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international
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organizations, national
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governments and local
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communities to achieve
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the goal of "Health For
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All" by the year 2000 and
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beyond.

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promotion is more
relevant today than ever
in addressing public
health problems. The
health scenario is
positioned at unique
crossroads as the world is
facing a 'triple burden
of diseases' constituted
by the unfinished agenda
of communicable
diseases, newly emerging

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and re-emerging diseases
as well as the

unprecedented rise of

noncommunicable

chronic diseases.

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Occupational standards
in health promotion 26
summary This chapter
starts with a discussion of
the definitions of health
promotion, and the

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related terms health gain,
health improvement,

health development,

health education and

social marketing. This is

followed by an

examination of the

position of health

promotion

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Health promotion is the process of enabling people to increase control over, and to improve their health.

Health promotion is a set of actions to foster good health and wellbeing. It is not 'promotion' as in the sense of the word usually understood.

Telling people how to look after their health is

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just one part of health
promotion.

Development

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VicHealth

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Zimmerman, Jr
As Co-Chairs we would
like to thank all the
attendees of the of the

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23rd IUHPE World
Conference on Health
Promotion, without your
participation the

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Conference would not

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have been such a success.

It was a tremendous

honour for the Health

Promotion Forum of

New Zealand (HPF) to

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association with the

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Health promotion is, as
stated in the 1986 World
Health Organization
(WHO) Ottawa Charter
for Health Promotion,
"the process of enabling
people to increase

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What is Health
Promotion? Health
promotion is a
behavioral social science
that draws from the
biological,
environmental,
psychological, physical
and medical sciences to
promote health and
prevent disease, disability
and premature death
through education-
driven voluntary

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behavior change
activities.
Development

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INTRODUCTION.

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According to the Ottawa
Charter, 'Health
Promotion ' is a health
strategy that aims to
incorporate skills and
community development
and to create supportive

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environments for health,
endeavors to build

healthy public policy and

looks at re-orienting

health services (). The

theoretical framework for

health promotion has

been provided by

Lalende ' s contribution

on health...

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historical origins of the

basic concepts of health

...

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About this journal. The American Journal of Health Promotion (AJHP) is a peer-reviewed journal advancing the science of health behavior change and the art of creating a culture of well-being.

Established in 1986, AJHP provides a forum for the eclectic disciplines that improve workplace, school and community

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health.
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filled out its vision of anti-
disease public health with
a complementary pro-
health vision. Diseases
such as circulatory illness

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(heart attacks, strokes,
deep venous thrombosis,

etc.) and cancers

(especially of the bowel,

skin, breast, or lung)

became targets of new

forms of surveillance,

screening, and ...

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Health promotion is a

fundamental aspect of

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the Primary Health Care
Strategy (Minister of

Health 2001) and will

contribute to a

population health focus
in primary care.

Developing a health
promotion programme is
a skilled task and should

be undertaken by those

with health promotion

competencies and

experience.

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Developing Health
Promotion Programmes
- New Zealand

Health promotion and disease prevention programs often address social determinants of health, which influence modifiable risk behaviors. Social determinants of health are the economic, social, cultural, and political conditions in which

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people are born, grow,
and live that affect health

status. Development

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Promotion and Disease

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Michael Goodstadt,

Brian Hyndman, David

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