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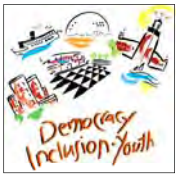

Theme:
Community Work In The Future

Community Work and Public Health.

2012-05-24
Stockholm

Charli Eriksson,
Professor Public Health Sciences
Director, Swedish National Center for Child Health Promotion
charli.eriksson@oru.se

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This presentation

- Converging visions and missions
- Let us start with me
- Some key concepts
- Social determinants
- Actions for a healthy and fair society

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NCFF
Nationellt centrum för främjande av god hälsa hos barn och ungdom

Swedish National Centre for child health promotion

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Healthy City – Social Integration, Urban Governance and Sustainable Welfare Development

- Partnership 2003-2009
- Research program
- Potentials for urban planning and public health work
- Two PhD students

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Power and Commitment: Alcohol and Drug Prevention by Non-Governmental Organizations in Sweden

- **2003–**
- supported by National Institute of Public Health and previously National Board of Health and Welfare
- Collaboration with NGOs
- Integrated research and development for NGO on alcohol and drug prevention

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Competent Families

Research Program 2011-3
On family support in Degerfors och Karlskoga

Ett samverkansprojekt mellan Karlskoga och Degerfors kommuner och Örebro universitet.

Key Concepts

- **Social determinants of health – "**the social conditions in which people live and work"
- **Health equity -** "the absence of unfair and avoidable or remediable differences in health among populations or groups defined socially, economically, demographically or geographically."

Community is a setting

- Where diversity and local character is celebrated
- Where everyone is valued equally, regardless of race, age and gender
- Where people are responsible citizens and support each other
- With ready access to the necessities of everyday life
- Where people like to be
- Which is safe and environmentally sound

Community is a setting

- Which provides healthy housing
- With good transport links
- Which has good opportunities for play and recreation

- BUT
- Community is a complex system of interrelationships woven across social difference, diverse histories and cultures, determined by political and social trends

Public Health

The art and science of preventing disease, promoting health, and prolonging life through organized efforts of society

- Defined in the Acheson Report 1987

For me health is …..

Talk with your neighbour

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Two perspectives

Well-being & Health

Protective factors

Actors Arenas

Risk factors, Causes

Public Health Problems

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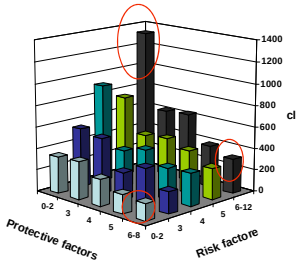
Risk and protective factors interact

Alcohol consumtion school year 9



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EQUIFINALITY

Different risks – same outcome

risk

risk

risk

risk

risk

Negative outcomes i.e. disease, illness

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EQUIPOTENTIALITY

Same risk – different outcomes

accidents

criminality

risk

drug dependance

unemployment

depression

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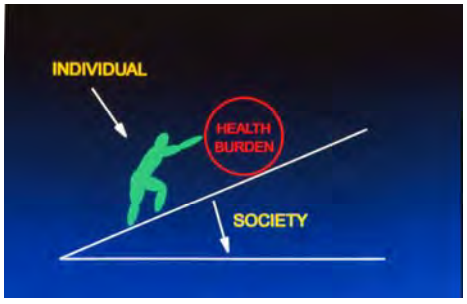
Importance of context factors



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Causes behind causes

Risks

Life conditions

Health problems

Population Health Perspective - Determinants of Health

- Income & social status
- Gender
- Education
- Employment & working conditions
- Physical environment
- Biology & genetic endowment
- Personal health practices & coping skills
- Healthy child development
- Health & social services
- Culture
- Social support networks
- Social environment

Knowledge for action

- Good intentions is not enough

- Evidence-based interventions is needed
- Knowledge from controlled trials under optimal conditions …..
- Knowledge is possible from different kinds of practice-based evaluations ….
- Reflection over practical experiences

Challenged by the complexity of our dynamic reality

Knowledge

- **Theoretical-scientific knowledge**
- **= to know** **Making PRIORITIES**

- **Practical-productive knowledge**
- **= to be able** **Having COMPETENCE**
- **Knowledge as practical wisedom**
  = to be wise

EVIDENCE-BASED PRACTICE

(Haynes et al, 2002)

The Swedish Public Health Policy

- Health is a basic human right and equity in health is an overarching goal
- Prevention is in most cases better than cure or care
- A public health policy must focus on the determinants of health rather than health outcomes
- Most determinants of public health are found outside the health and medical sector

Public health objective domains

- 1. Participation and influence in society
- 2. Economic and social prerequisites
- 3. Conditions during childhood and adolescence
- 4. Health in working life
- 5. Environments and products
- 6. Health-promoting health services
- 7. Protection against communicable diseases
- 8. Sexuality and reproductive health
- 9. Physical activity
- 10. Eating habits and food
- 11. Tobacco, alcohol, illicit drugs, doping and gambling

The River –
a human being has fallen into the river

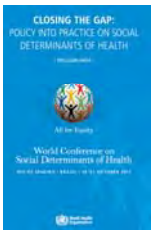
• Rescue	Medical Care
• Construct a Bridge	Prevention
• Learn how to swim	Health Promotion
• Change the river	Community/Physical Planning

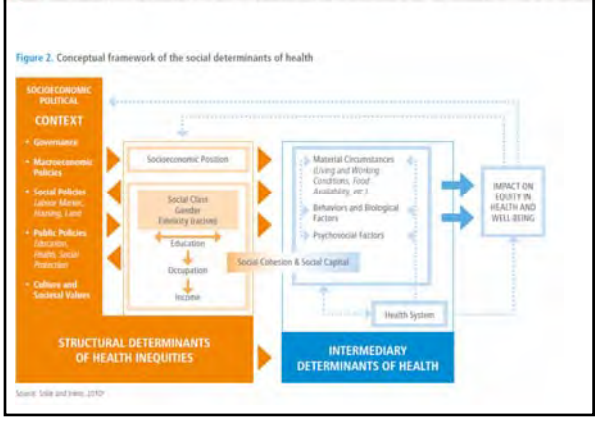
HEALTH death, disease, disability

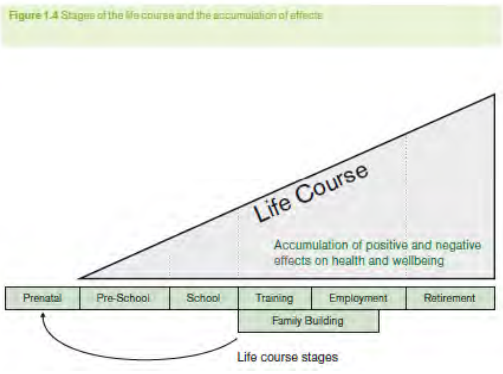
quality of life, participation, equality

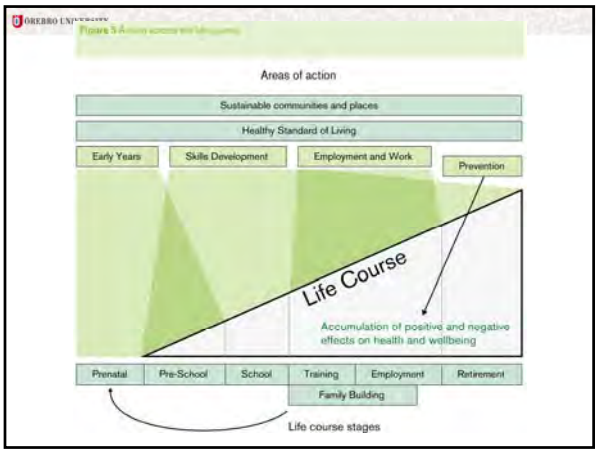
Mediating Outcomes/ Results	Healthy Lifestyle	Effective Care, Protection and Service	Supportive Environment
~~Output of~~ Public Health Work	Health Literacy	Social Action and Influence	Healthy Policy and Organisation
Public Health Work	Information, Education, Communication	Social Mobilisation	Advocacy Political work

WHO Commission on Social Determinants of Health



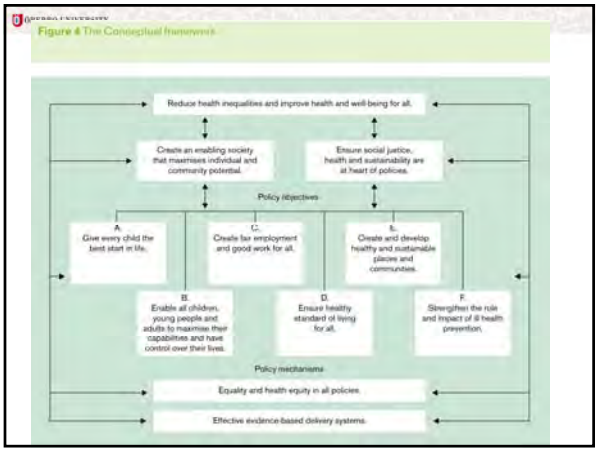






”Allocation of resources to health care is not a way of dealing with health problems according to the researchers, but through building a fair society”

Sir Malcolm Marmot 2011



Policy Objective A
Give every child the best start in life

Policy Objective B
Enable all children, young people and adults to maximise their capabilities and have control over their lives

Policy Objective E
Create and develop healthy and sustainable places and communities

Working with communities – organization, development and social action

- Typologies:
- Locality development, social planning, social action (Rothman)
- Community development, political action, social planning (Twelvetrees)

Setting Approach

Perspective: Whole System

• **Organisational development and change** ⬆⬇ • **High visibility & innovative projects**	Top-down politics and management ⬆⬇ Bottom-up work & empowerment	• Institutional agenda & activities ⬆⬇ • Health Promotion Community Work

Methods: policy, community work, environmental changes, social marketing

Values: participation, equality, empowerment, sustainability

Developing community programs for development and social action

- Planning and negotiating entry
- Getting to know the community
- Working out what to do next
- Making contacts and bringing people together
- Forming and building organizations
- Helping community clarify goals and priorities
- Keeping the organization going
- Dealing with friends and enemies
- Leaving and ending

Social capital

- Bonding –
  - Family and close friends
  - Lokal personal relations
- Bridging –
  - Individuals in different social groups in the local society
  - Horizontal type ofpower – cooperation will give more power
- Linking –
  - Individual and group contacts with institutions and public agencies
  - Vertikal type of power

Civil society is of importance for public health

- **Voice**: advocacy and political work
- **Social capital**: May develop joint activites and meeting places
- **Human capital**: May contribute to knowledge and strengthen the involvement of its members
- **Developmental asset**: May contribute to positive development of health and quality of life

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CHOICE

Awareness
Information
Positive attitude
Personal motivation

CHANGE

Skills training
Action
Adoption
Sustainability

MASTERY

Peer influence
Participation
Partnership
Ownership

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Is change possible?

Yesterday is history.
Tomorrow is a suprice.
The present day is a gift.

Thank you for your attention