



The Rise (and fall?) of Health Promotion

Gauden Galea

Director, NCDs and Promoting Health
Through the Life-Course, WHO/Europe
galeag@who.int



World Health
Organization

REGIONAL OFFICE FOR
Europe



Organisation
mondiale de la Santé

BUREAU RÉGIONAL DE L'
Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR
Europa



Всемирная организация
здравоохранения

Европейское региональное бюро

The Rise (and Fall?) of Health Promotion

[Google Books: N-Gram Viewer](#)



Health Promotion

A Discussion Document on
the Concept and Principles

WHO/Europe
Copenhagen, 1984

WORLD HEALTH ORGANIZATION · REGIONAL OFFICE FOR EUROPE



HEALTH PROMOTION

A discussion document on the concept and principles

Background

In January 1984 a new programme in 'Health Promotion' was established in the WHO Regional Office for Europe. It is the first programme of this kind in WHO and its development has had strong support from Member States. Planning began in 1981; since then a number of meetings, bringing together people from professional and academic disciplines and consumer groups, have helped to clarify the special approach of such a programme. This work has been documented by the Regional Office in a number of working papers and publications listed on page 8.

As part of the continuing process of programme development, a working group met in July 1984 to discuss 'Concepts and Principles in Health Promotion' (see list of participants on page 7). This document is a result of that working group. It is designed to clarify some of the most important issues in relation to the development of policy and programmes in health promotion. It is not intended as a final statement, but as a focus for discussion on which to base the development of health promotion activities in Europe.

The group is fully aware that the development of priorities and practices for health promotion depends upon the prevailing economic and cultural conditions. In each country, region and district, health promotion should involve the full participation of all people in the development of their health.

Discussion Document

Subject Areas

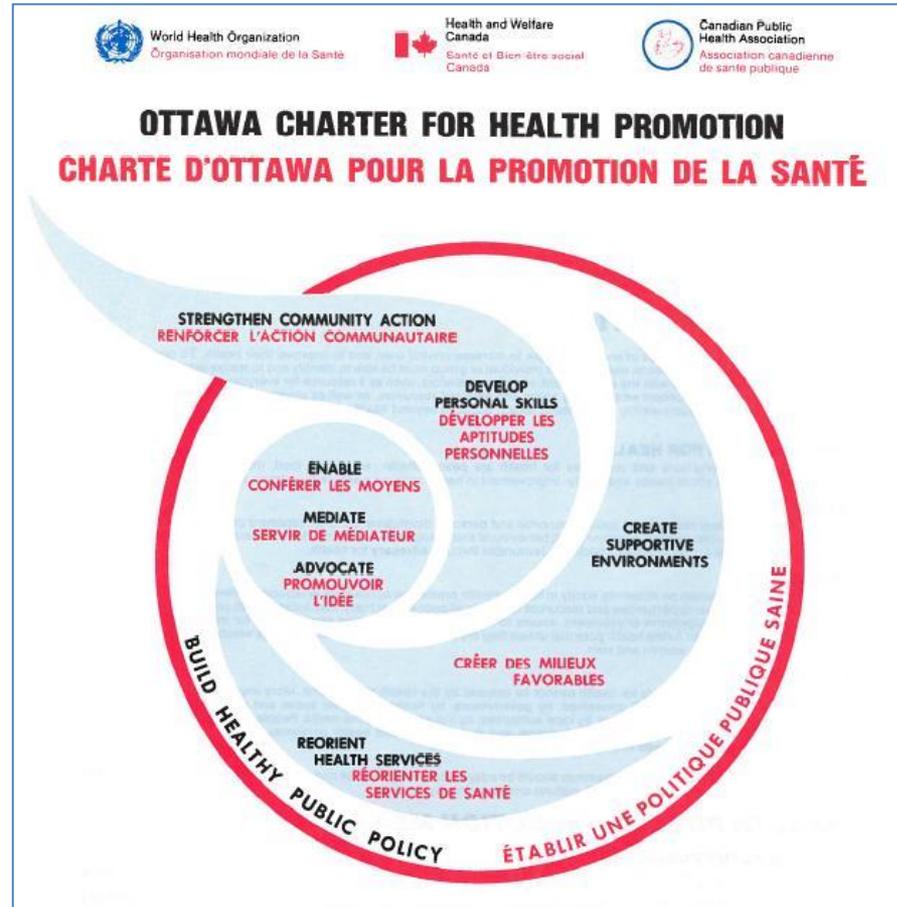
- **Access** to health
- Development of an **environment** conducive to health
- Strengthening of **social networks** and **social supports**
- Promoting positive **behaviours** and appropriate **coping** strategies
- Increasing **knowledge** and disseminating **information** related to health

The Ottawa Charter

"Charter for action to achieve Health for All by the year 2000 and beyond"

WHO,
Health and Welfare, Canada
Canadian Public Health Association

1986



The Ottawa Charter

- Build Healthy Public **Policy**
- Create Supportive **Environments**
- Strengthen **Community Action**
- Develop **Personal Skills**
- Reorient **Health Services**

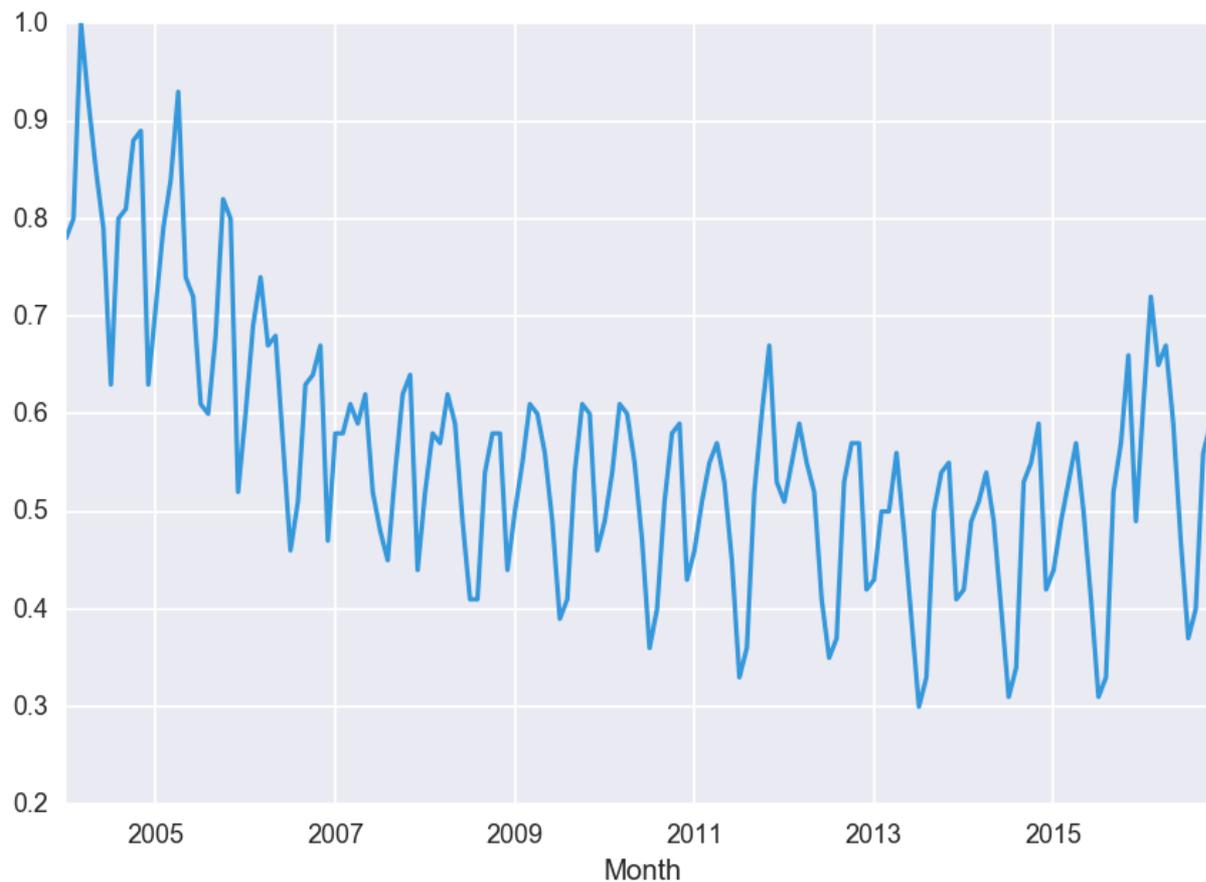


The “Competition”



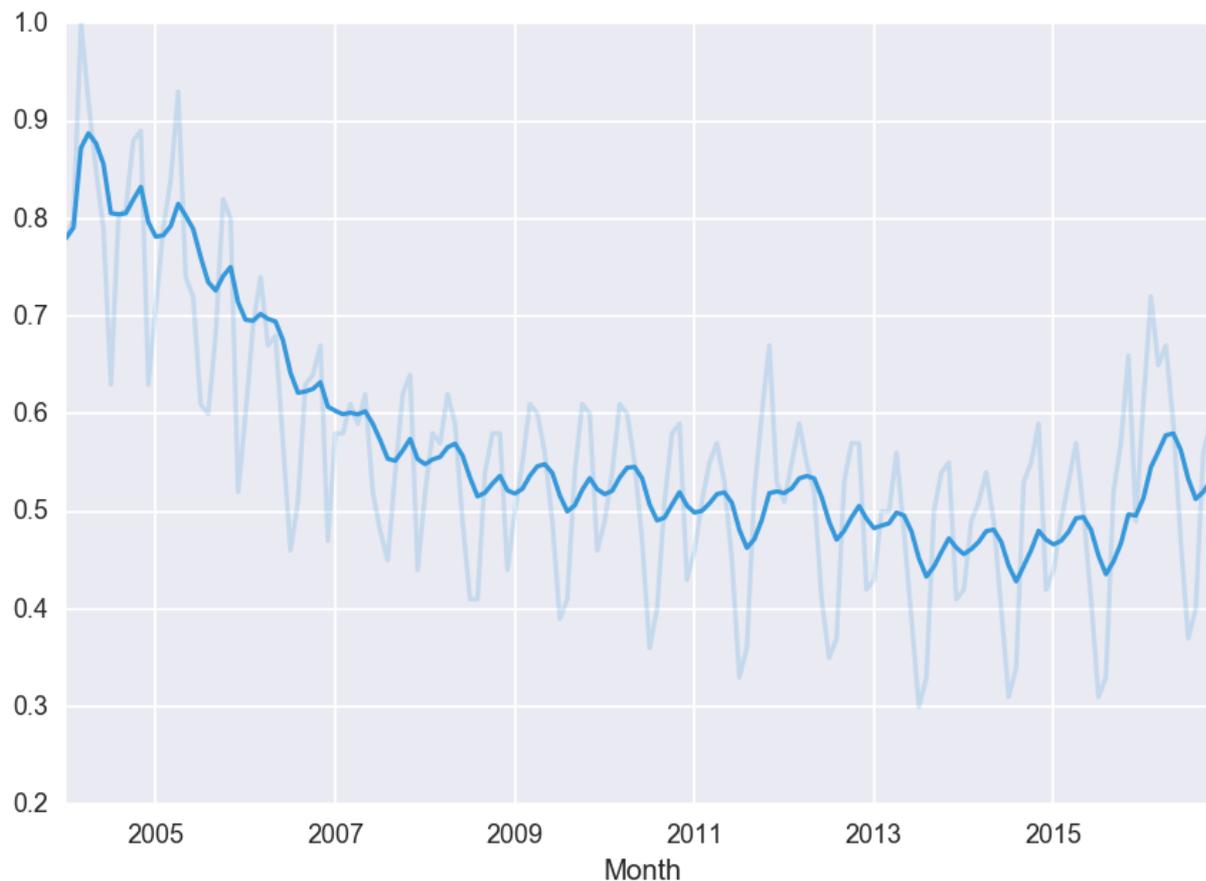
Relative Frequency of Google searches for “Health Promotion”

<http://trends.google.com>



Relative Frequency of Google searches for “Health Promotion”

<http://trends.google.com>



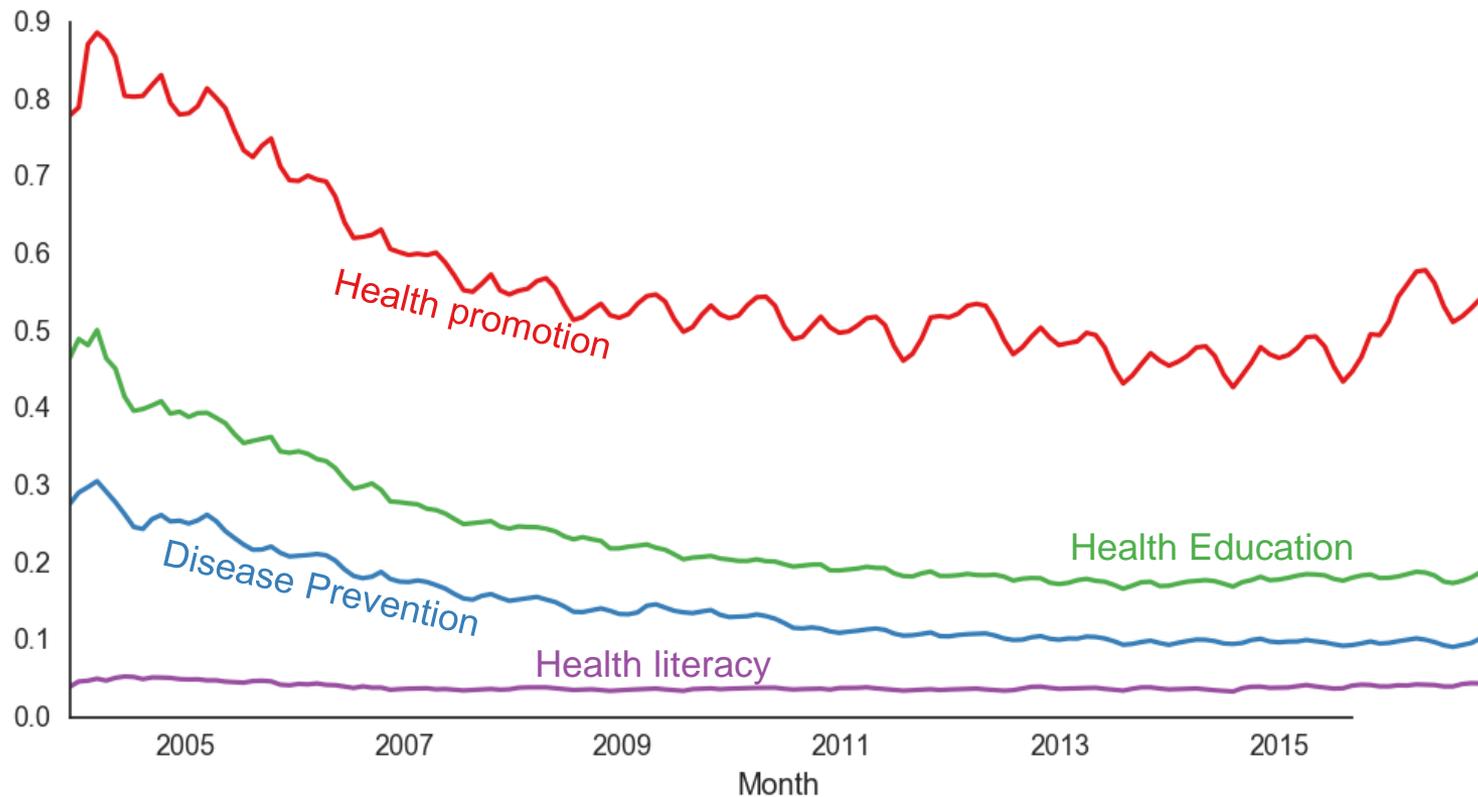
How to interpret these trends?

Artefact	Competition	Relevance
<p><i>Can</i> these datasets really tell us anything about the “importance” of health promotion?</p>	<p>Have other terms/disciplines emerged to steal attention away from health promotion?</p>	<p>Is health promotion passé? Is it past its fifteen minutes of fame?</p>

Artefact? A.I.D.S. suggests not



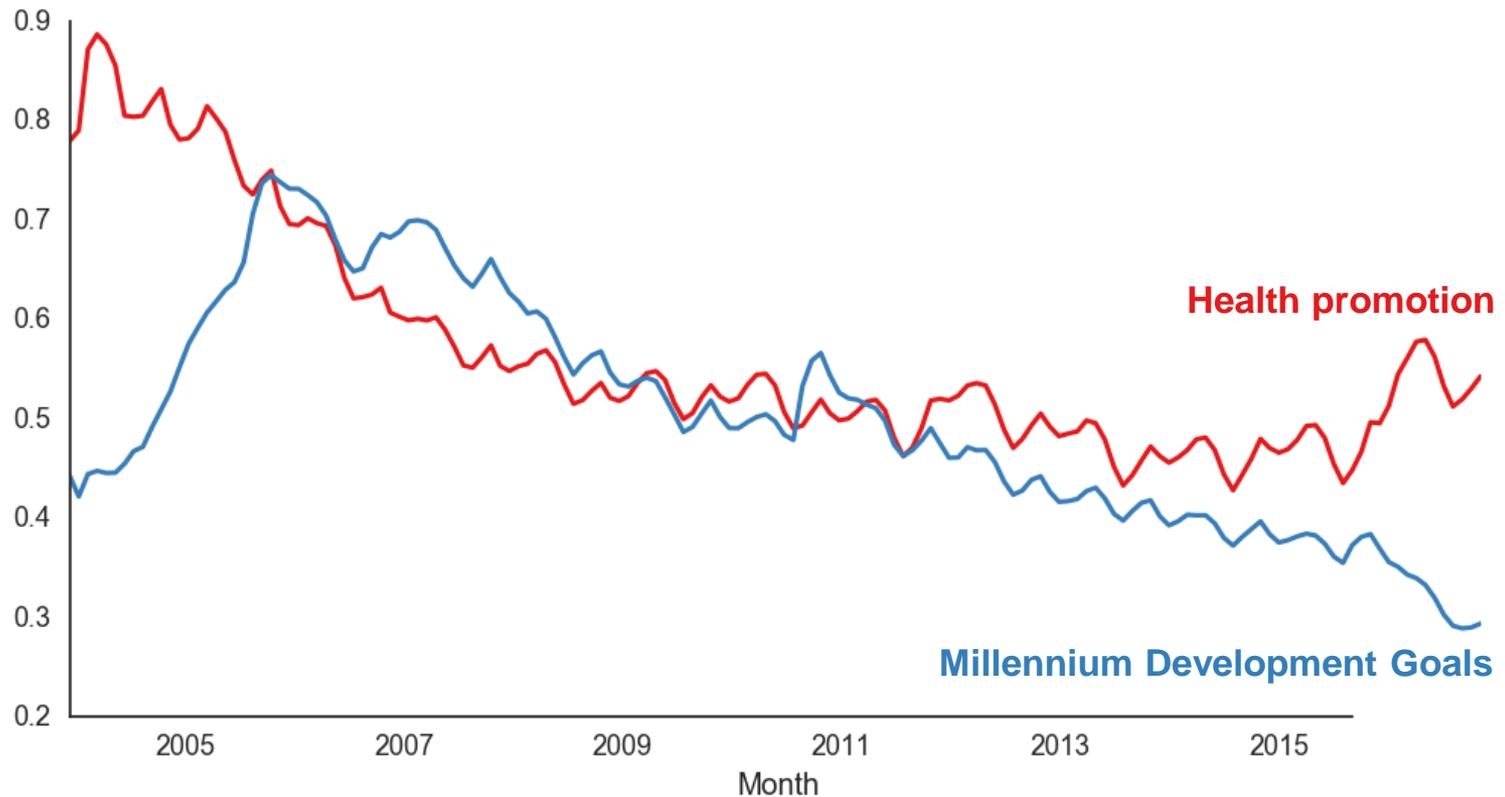
Artefact? Or fragmentation?



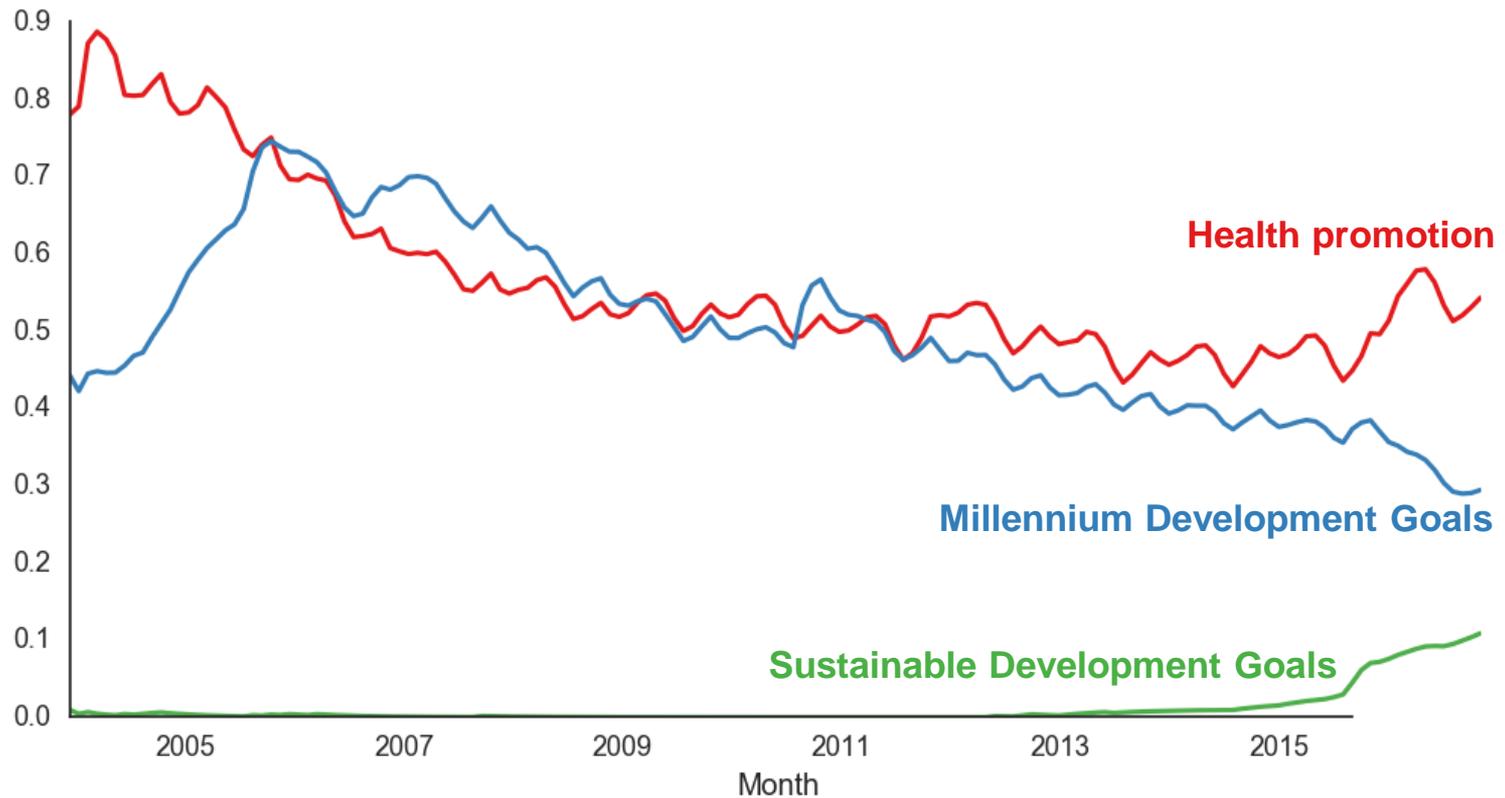
Competition? [1] N-Grams



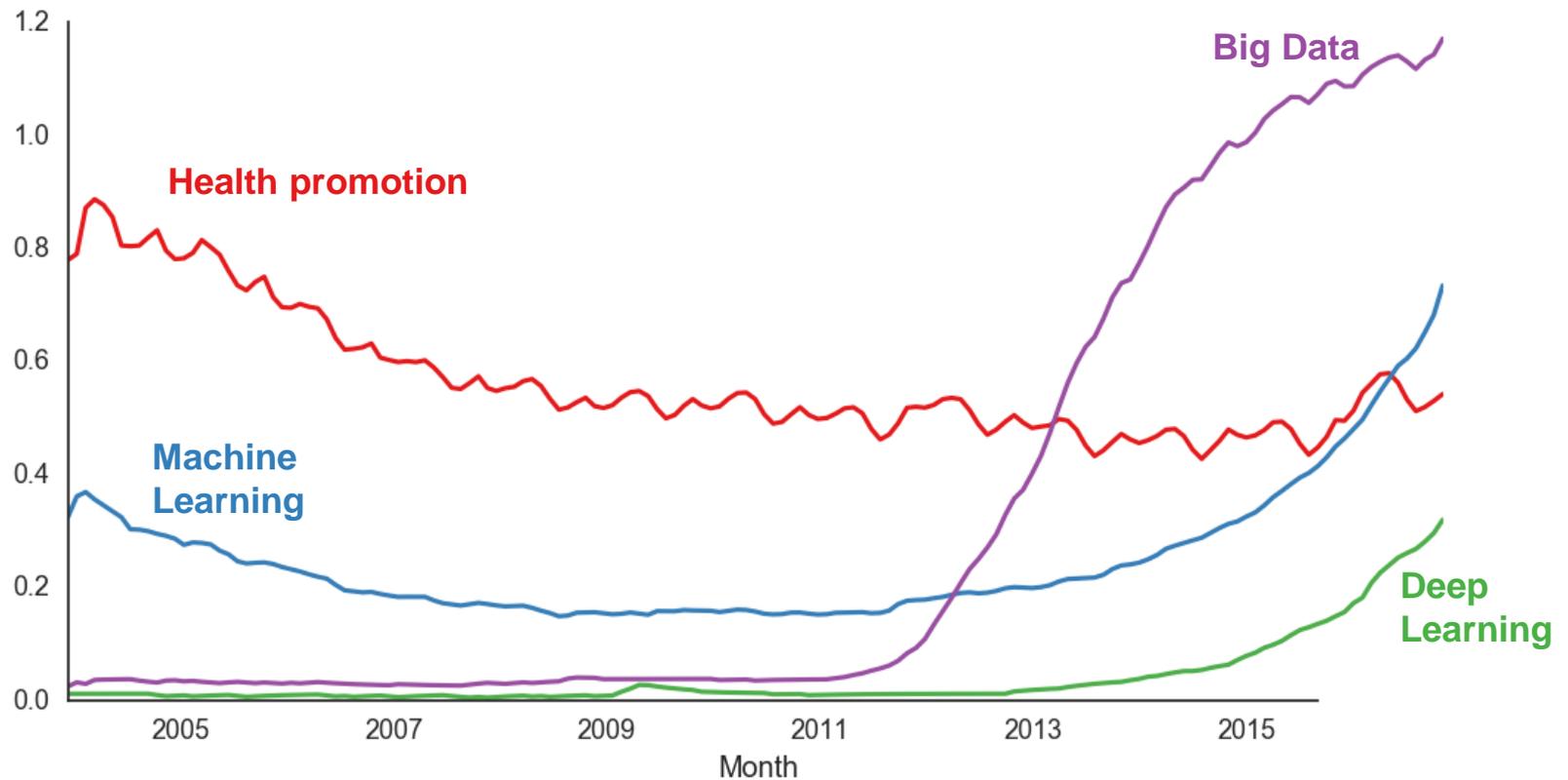
Competition? [2] Searches



Relevance? SDGs



Relevance? Technology



Relevance?

Some homework...

- “The Clash of Civilisations” versus “The End of History”
- “The World is Flat”
- “Capital in the 21st Century”
- “An Inconvenient Truth”
- “The Normal Heart”

Any next steps?

Artefact	Competition	Relevance

Thank You

