

Health Promotion Approaches to NCDs: Toward Transformative Action

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Agenda

- Introduction
 - Concepts
 - NCDs, risk factors and health promotion
- Country Profiles (Tanzania, Tajikistan): NCDs and GBD
- Health Promotion Approach in Tanzania
- Health Literacy Approach in Tajikistan
- Conclusions

Health Promotion Approaches to Community Empowerment

The Ottawa Charter 1986

Health Promotionthe process of enabling people and groups to increase control over, and to improve their health and quality of life

(WHO^a)

- Equal opportunities and resources (Health for All)
- Coordinated action for health promotion

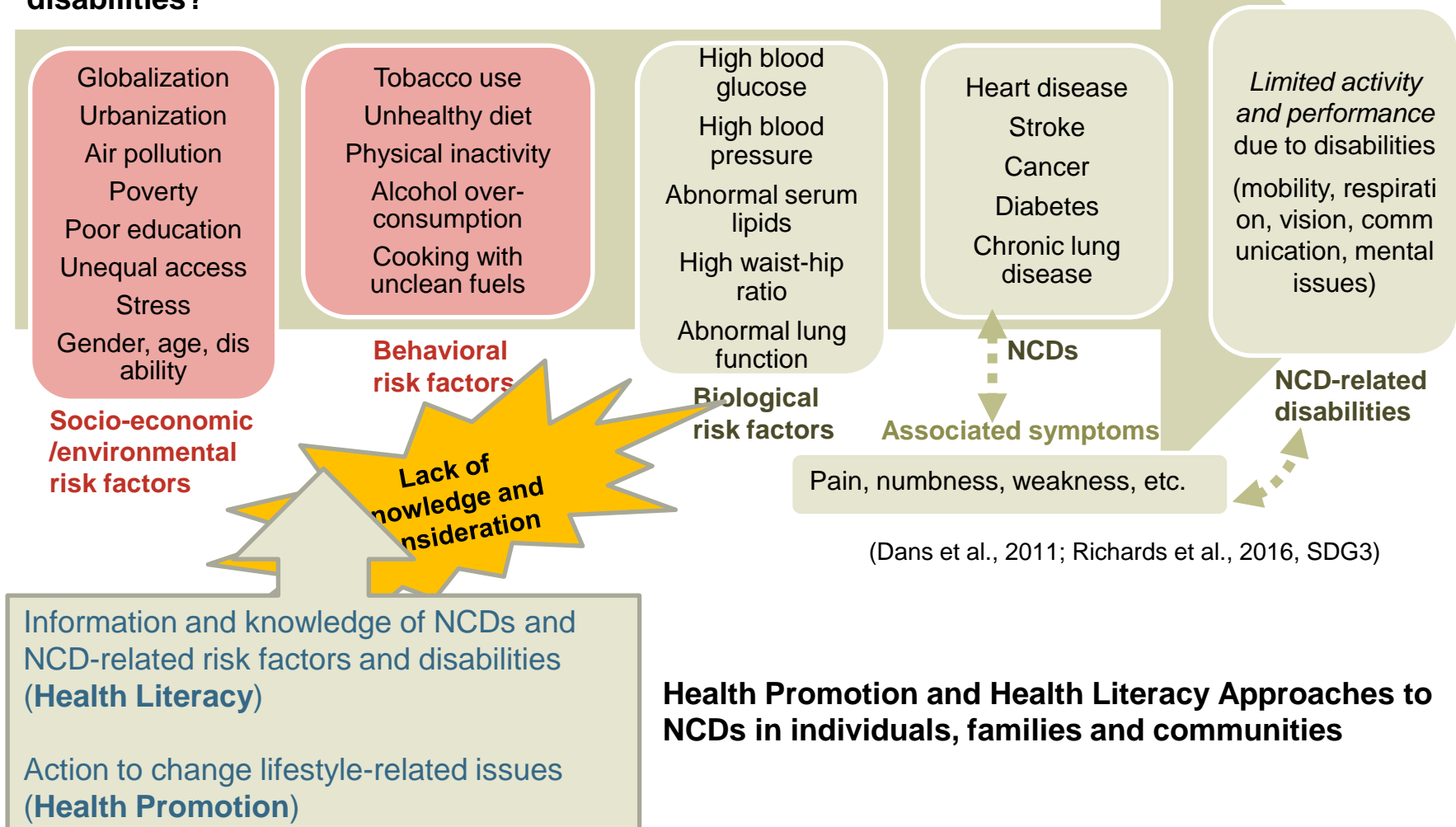
Shanghai Declaration on Health Promotion, 2016

Health Literacy ...the ability of individuals to gain access to, understand and use information in ways which promote and maintain good health

(WHO^b)

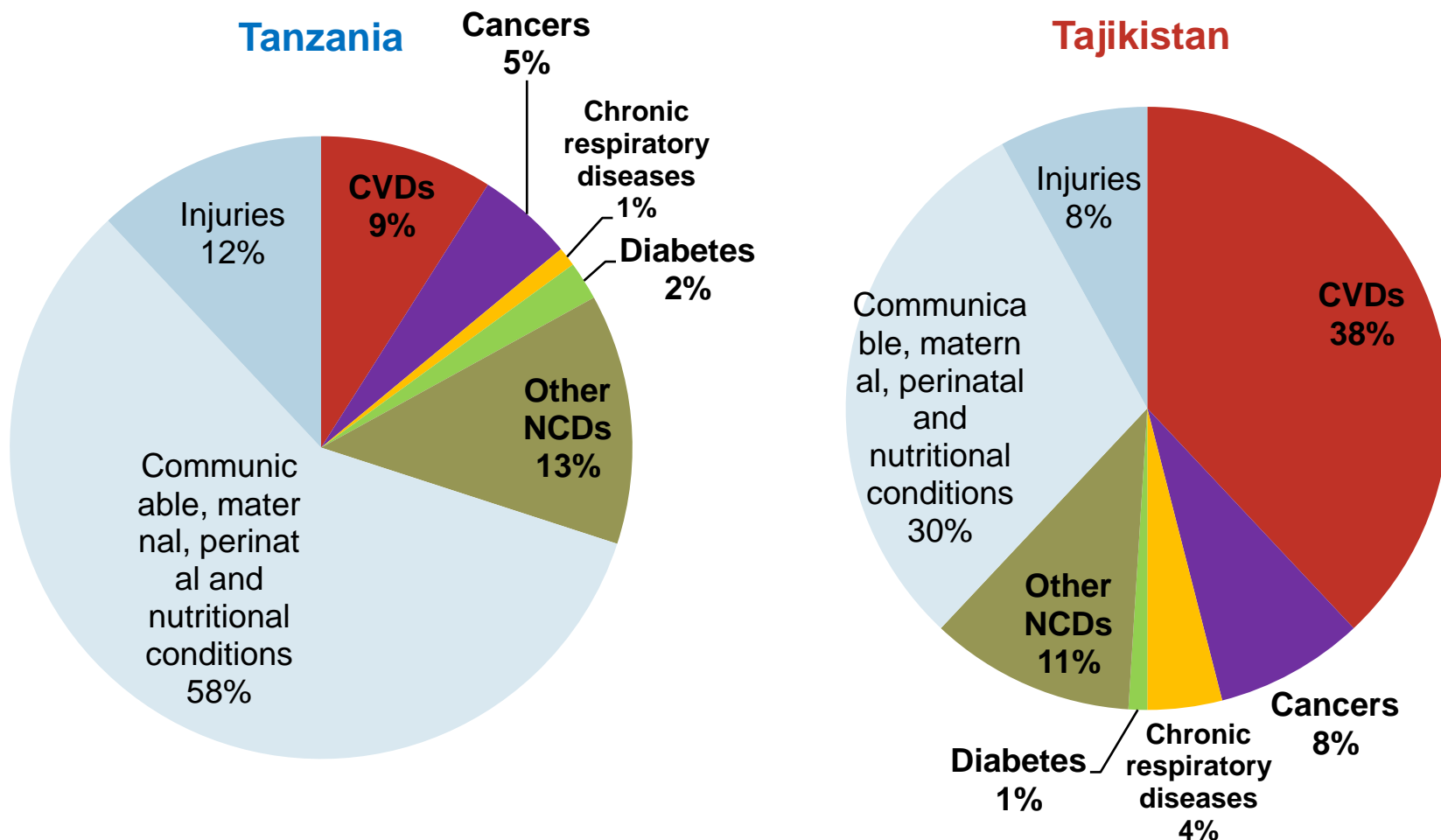
- Inclusive and equitable access to health information
- Collective health promotion action

How do non-biological factors contribute to increase NCDs and NCD-related deaths and disabilities?



Country Profiles: NCD-related Global Burden of Diseases

- NCDs are estimated to account for **30%** of **total deaths** in **Tanzania**
and for **62%** in **Tajikistan** (WHO, 2014)



Country Profiles: NCD-related Global Burden of Diseases

- **NCD-related risk factors in top 10 contributes to DALYs (IHME, 2016)**

Tanzania

1. Malnutrition
2. Air pollution
3. **Alcohol consumption**
4. High blood pressure
5. **Unhealthy food**
6. **Tobacco use**
7. High BMI

Tajikistan

1. Malnutrition
2. Air pollution
3. **Unhealthy food**
4. High blood pressure
5. High BMI
6. High total cholesterol
7. High fasting plasma glucose
8. **Alcohol consumption**
9. **Tobacco use**

- **NCD-related health problems causing YLDs (IHME, 2016)**

Tanzania

1. **Skin diseases**
2. **Low back and neck pain**
3. **Sense organ diseases**
4. Depressive disorders
5. Migraine
6. Asthma
7. Anxiety disorders
8. Epilepsy

Tajikistan

1. **Low back and neck pain**
2. **Sense organ diseases**
3. **Skin diseases**
4. Migraine
5. Depressive disorders
6. Anxiety disorders
7. Oral problems
8. Alcohol use disorders

NCD-related disabilities increase not only burdens of disease but also social and economic burdens in individuals, families, communities and government.
(WEF, 2011)

Health Promotion Approach in Tanzania

Creating a supportive environment

- Negotiated with regional and district authorities to amend job descriptions for health officers & assistants, community development officers & assistants

Building public policy

- In the absence of a nation health promotion strategy, developed and piloted one in the region
- Lobbied for national strategy, which the Dodoma pilot informed

Strengthening skills

- Training of instructors in community for participatory HP
- Cascaded to all health officers, community development officers, school health staff

Reorienting services

- Trained instructors assigned to community level organizations and community leaders through trained trainers

Community Empowerment

- **Participatory community process** in identifying and prioritizing health issues (from peer groups to joint community discussion)
- **Community action** through participatory planning, budgeting, application for council funding, implementation



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Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC

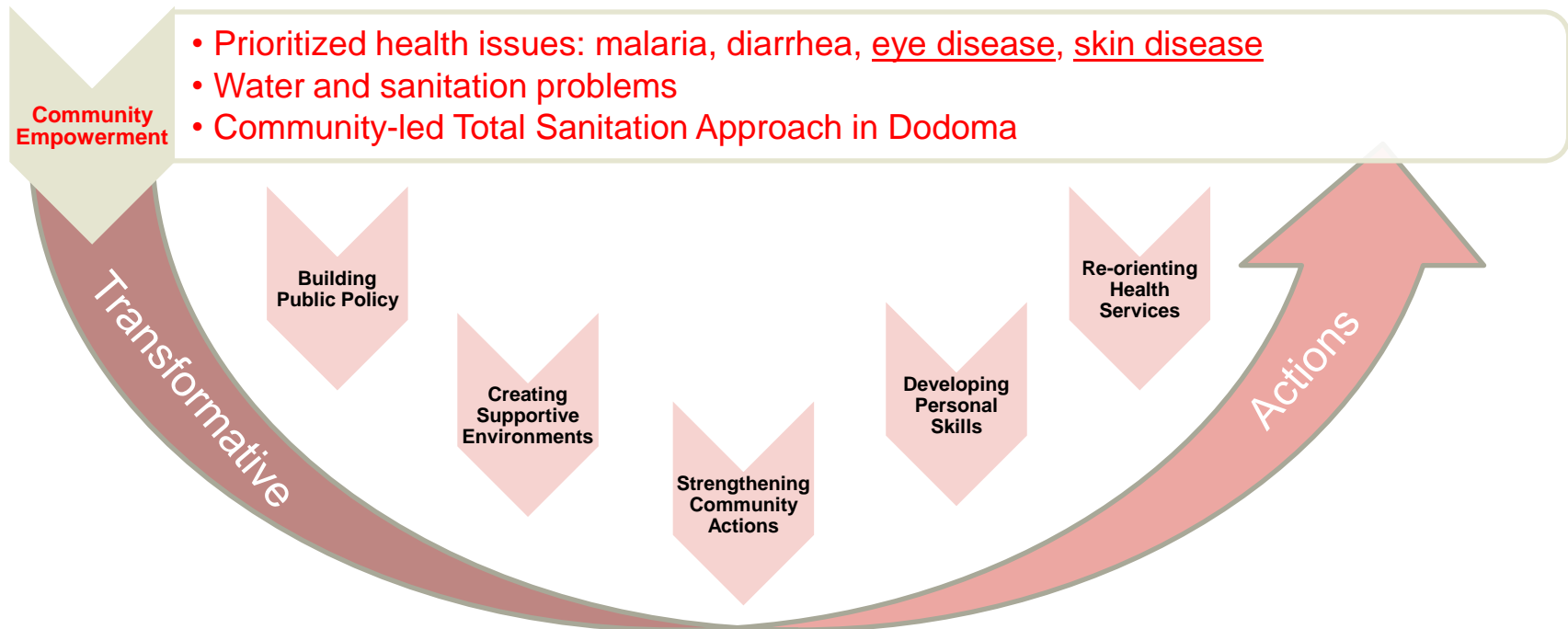


Health Promotion Approach in Tanzania



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Swiss Agency for Development
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Health Promotion Approach in Tanzania

Examples of how NCDs ranked in the health priorities in three communities (2012)

Community A

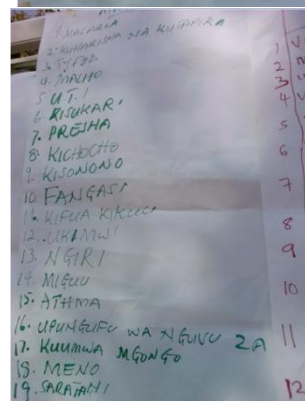
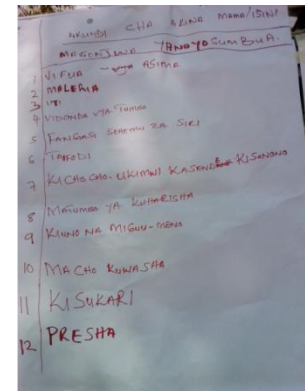
- Eye problems of elderly people
- Foot pain
- Dental problems
- Waist pain
- Skin disease
- Asthma/Respiratory diseases
- Cancer

Community B

- Asthma
- Stomach ulcer
- Foot pain
- Back/waist pain
- Dental problems
- Eye pain
- Diabetes
- Hypertension

Community C

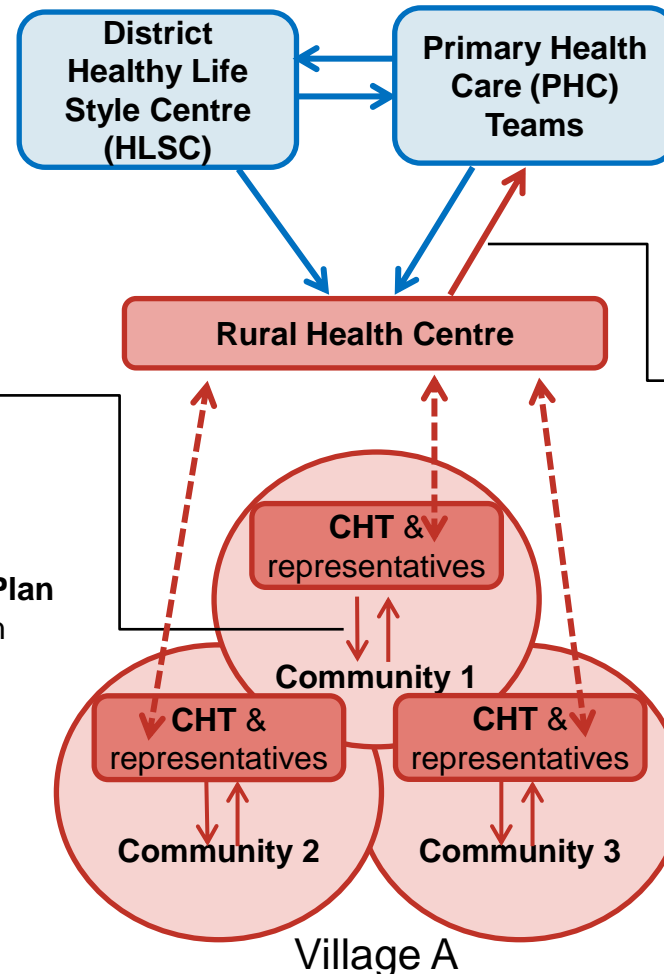
- Eye pain
- Diabetes
- Hypertension
- Hernia
- Leg pain
- Asthma
- Back pain
- Dental problems
- Cancer



Health Literacy Approach in Tajikistan



Coordination of CVD
health campaigns



1. Community Participation

- Identification of health needs
- Informing lifestyle-related determinants and CVDs
- Empowerment of women

3. Implementing Health Plan

- Organizing CVDs health promotion activities and public events



2. Participatory Health Planning

- Strengthening trust to PHC
- Partnership with communities, HLSC, PHC services
- Joint decision making in setting annual health promotion targets
- Increased health awareness in communities

4. Monitoring and Analysis

- Better transmission of health information
- Increasing accountability to communities

Health Literacy Approach in Tajikistan

Improved health literacy (knowledge and consideration of CVDs) in communities

2015

- Improved knowledge of CVD risk factors

A 15% increased from 54% in 2015 to 69% in 2017

2017

- Improved awareness of health control

More conscious of own health and of being capable of controlling health

- Improved consideration of lifestyle change

Increased consideration of diet and physical exercise

Conclusions

- Many NCD-related issues remain...
 - Lack of knowledge and consideration, cultural belief
 - Illiteracy and poor communication with health practitioners
 - Accessibility to NCD-related health information and services
 - Late diagnosis
 - Affordability of medication and treatment
 - Chronic conditions of decreased productivity and limited performance in life -> poverty
- What can we do with participatory health promotion approaches at community level?
- Participatory health promotion approaches would be relevant to reduce NCD-related environmental and behavioral risk factors through...
 - Identifying community health needs
 - Involving communities, health providers and other stakeholders
 - Providing health information and increasing knowledge of NCDs and NCD-related risks in individuals, families and communities
 - Building capacities and promoting actions to change lifestyle-related issues including circumstances and behaviors
 - Contribution to promoting health policies and health care systems

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Workshop Group B
“Addressing NCDs through Health Promotion at Community Level”