

Healthcare Promotion: An Effective Tool for Global Healthcare Initiation

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Health promotion is more important than ever when it comes to addressing public health issues. Health scenarios are at a unique crossroads as the world faces a "triple infectious disease" consisting of an unfinished agenda of infectious diseases, emerging and re-emerging infectious diseases, and an unprecedented increase in non-communicable chronic diseases. Factors driving the progress and development of today's world, such as trade globalization, urbanization, promotion of world travel, and advanced technology, are on the one hand like double-edged swords to bring about good health results and increase sensitivity. While they work, they contribute to a sedentary lifestyle and an unhealthy diet, thus deteriorating health. High tobacco usage with increased unhealthy eating habits and decreased physical activity contributes to increased biological risk factors, which leads to an increase in non-communicable diseases (NCDs) [1]. Adverse effects such as global climate change, sedentary lifestyles, and increased frequency of natural disasters, financial crises and security threats contribute to the public health challenges facing today.

As defined by the World Health Organization (WHO), health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Health promotion encourages individuals and communities to take action for their own health, promote public health leadership, and cross-verbal actions to build sound public policy, and are sustainable to society [2]. It should give you the power to build a good medical system. These elements summarize the essence of "health promotion". This is to enable people to manage their health and its determinants, thereby improving their health. This includes interventions at the personal, organizational, social and political levels to promote adaptations that improve or protect health (lifestyle, environment, etc.).

Health promotion efforts can be directed to priority health issues that involve large numbers of people and encourage multiple interventions. This problem-based approach works best when complemented by attitude-based design [3]. Environment-based designs are implemented in schools, workplaces, markets, neighborhoods, etc. and are prioritized for complex health determinants such as behaviors, cultural beliefs, and customs that work where people live. Health professionals have to deal with various health problems work. The con, guration-based design also facilitates the integration of health promotion measures into social activities, taking into account existing local conditions.

The conceptual framework of a health promotion approach

includes measures such as risk factors, treatment and care, and promotion of a healthy lifestyle. It takes into account the needs of the entire population. Each disease population can be divided into four groups into healthy population, risk factor population, symptomatic population, and disease or disability population [4]. Each of these four population groups needs to be addressed with specific interventions to comprehensively meet the needs of the entire population. In short, it included everything from primary prevention for healthy people to curative and rehabilitative care for sick people. Primary prevention aims to create and maintain conditions to minimize health hazards. It consists of actions and measures that prevent the emergence and establishment of environmental, economic, social, behavioral and cultural patterns of life that are known to increase the risk of illness.

Health promotion measures are often targeted at a number of priority diseases – both communicable and non-communicable [5]. The Millennium Development Goals (MDGs) had identified certain key health issues, the improvement of which was recognized as critical to development. These issues include maternal and child health, malaria, tuberculosis and HIV and other determinants of health. Although not acknowledged at the Millennium summit and not reflected in the MDGs, the last two decades saw the emergence of NCD as the major contributor to global disease burden and mortality. There is a global acceptance that health and social wellbeing are determined by a lot of factors which are outside the health system which include inequities due to socioeconomic political factors, new patterns of consumption associated with food and communication, demographic changes that affect working conditions, learning environments, family patterns, the culture and social fabric of societies; sociopolitical and economic changes, including commercialization and trade and global environmental change. Health promotion has become an important tool in addressing the challenges of changing scenarios such as demographic and epidemiological changes, urbanization, climate change, food insecurity and the financial crisis. Nevertheless, the need for new and innovative approaches should not be underestimated. A multispectral, well-funded, evidence-based, community-based health promotion program that addresses complex socio-economic and cultural changes at the family and community levels proactively determines the complex socio-economic determinants of health. The need for time to transform into positively modifies the complex socioeconomic determinants of health.

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