Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion?

Luis Saboga-Manns
LA Saboga-Manns, A Costa, F de Padua, A van Amelsvoogd, Ml Figuerias, GS Carvalho, A Martin, T Coelho-Almeida, C Seida, A Milzarin, N Assis, M Ferreira, B Santos, M Gabriel, M Pinho, L Costa
1Rede Lusofona para a Promoção da Saúde para a Saúde, Centro de Investigação em Saúde Pública, Faculdade de Medicina, Universidade NOVA de Lisboa, Lisboa, Portugal
2Departamento de Promoção da Saúde e Prevenção de Doenças Não Transmissíveis, Instituto Nacional de Saúde Dr. Ricardo de Almeida, Lisboa, Portugal
3Fundação Prof. Fernando Pólvora, Lisboa, Portugal
4Direção Geral de Saúde, Lisboa, Portugal
5Faculdade Portuguesa de Ciências da Saúde e do Comportamento, Instituto Hago, Lisboa, Portugal
6DUC - Centro de Investigação em Estudos da Criança, Instituto de Educação Universitária de Mindu, Braga, Portugal
7Universidade Federal Tuitúan Acre, TMA, Uberlândia, Brasil
8University of Southern Denmark, Edinburg, Denmark
9Rede Portuguesa de Mendicinski Sao Paulo, Sevil, Portugal
10Associação para a Defesa da Consumidora (ADOC), Lisboa, Portugal
11Associação Europeia para a Lutada e Promoção da Saúde, Lisboa, Portugal
12Universidade de Saúde Pública António Lourenço, CES, Lisboa, Portugal
Contact: saboga@unispal.pt

Background

The complementary approach brought by the Ottawa declaration 30 years ago, emphasized that curative, palliative and preventive dimensions and practices needed to be blended in order with Health Promotion (HP). This study explores experts and practitioners opinions on the current trends that HP faces in Portugal, a European peripheral country.

Methods

The invitation to participate in a survey followed by a focus group was sent to several health stakeholders (e.g., community intervention (Healthy Cities Network), policy making (DGS-Health Directorate of Portugal)). A mix of qualitative and quantitative mixed methods mixed data provided by a total of 32 participants (81% females). Demographic information, experiences of professional domain, questions related to the relevance, strengths and weaknesses of HP, and open questions explored the reasons for several ratings.

Results

Only 22% of respondents stated that HP is well developed (with 6% fully agreeing). 31% of respondents (25% fully agreeing) felt that overall knowledge of HP has increased, and the majority (80% fully agreeing) felt that health promotion needs a deeper reflection since Ottawa. It felt that health promotion needs a deeper reflection since Ottawa. Regarding the five HP action areas, the percentage of use (regularly very often) was rated highest for “Developing Healthy Public Policy” at 28%, “Reorientation of Health Services” with a total of 25%, “Developing Personal Skills and Knowledge” with 23%, followed by “Supportive Environments” with 19% and “Community Actions”, 12%.

Conclusions

Strong emphasis is given to the fact that HP is not well developed and needs a deeper reflection. Strategies to apply the five action areas may be beneficial.