

KNOWLEDGE

VOCABULARY

FACTORS THAT AFFECT HEALTH

Beveridge Report 1942
A detailed survey of the state of welfare in Britain which highlighted the main issues affected British people - inequalities in healthcare

National Health Service Act 1946
Established the NHS

Acheson Report 1998
Report on health inequalities in Britain

'Our Healthier Nation'
Document published by the government to tackle factors causing poor health

Socio-economic

- Income
- Education
- Poverty

Genetic

- Sickle Cell Anemia
- Type 1 Diabetes

Lifestyle

- Diet
- Substance Misuse

Environmental

- Housing
- Access to green spaces/exercise facilities
- Air pollution

National Provision
A set of policies and guidelines from the government that are there to ensure the quality and equality of many different health and social care providers

Demographics
Statistics that describe populations and their characteristics. Characteristics could be factors such as age, race, and sex.

Target Audience
A particular group at which a service, product or campaign is aimed at

Epidemic
Widespread cases of a particular disease in the same community

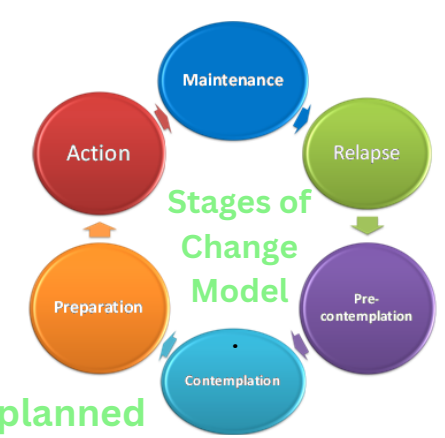
Communicable Disease
A disease that can be spread from one person to another

Life Expectancy
The average period that a person may expect to live

Health Inequalities
Unjust and avoidable differences in people's health across the population between specific population groups.

UNIT 8 PROMOTING PUBLIC HEALTH

BEHAVIOUR MODELS



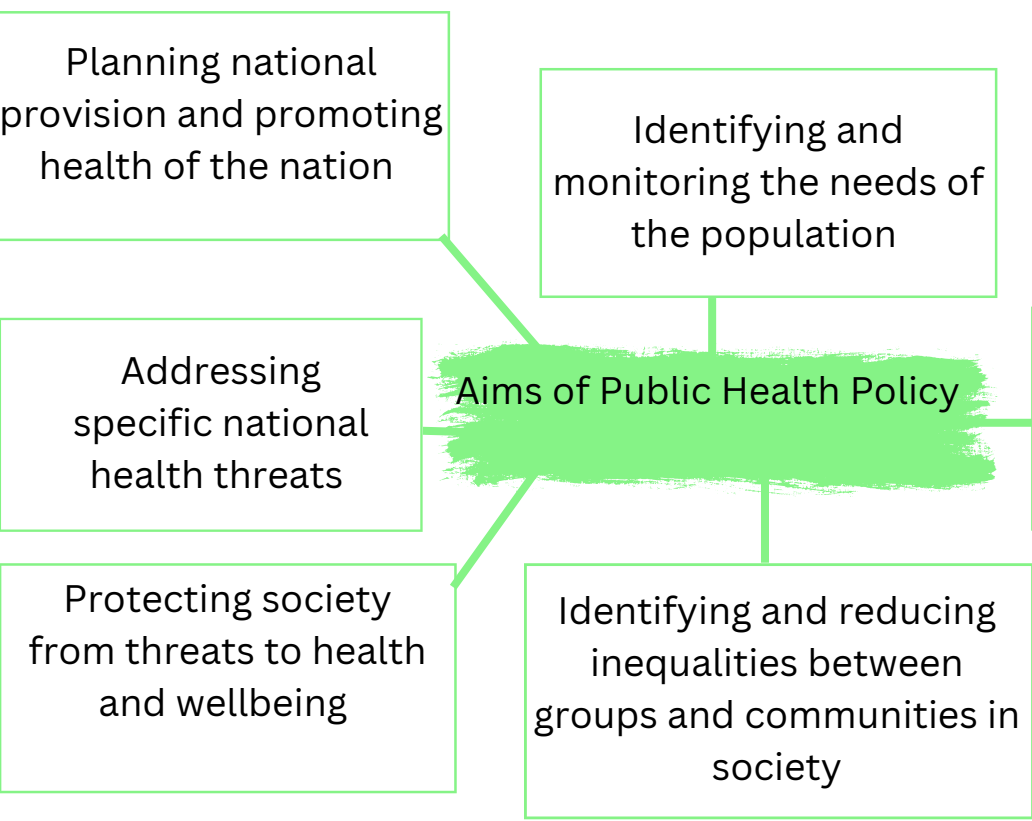
Social Learning Theory
We model the behavior of the people around us, especially if we find these models similar to ourselves or if we want to emulate them.

The theory of planned behavior
People are much more likely to intend to enact certain behaviors when they feel that they can enact them successfully.

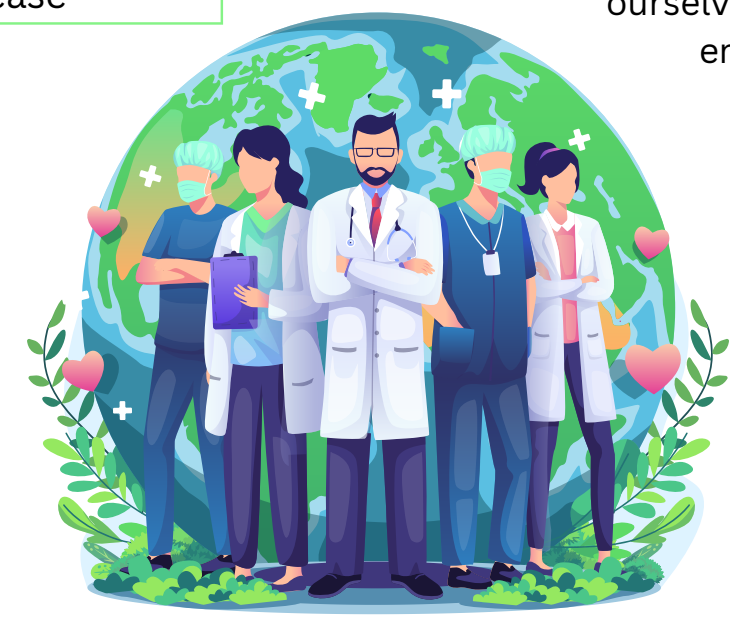
Theory of Reasoned Action
Aims to explain the relationship between attitudes and behaviors within human action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions.

Health Belief Model
The Health Belief Model (HBM) is a tool that scientists use to try to predict health behaviors. It was originally developed in the 1950s and updated in the 1980s. The model is based on the theory that a person's willingness to change their health behaviors primarily comes from their health perceptions.

Aims of Public Health Policy



Developing programmes to screen for early diagnosis of disease



ORGANISATIONS

INTERNATIONAL
World Health Organisation (WHO)

NATIONAL
Department of Health
NICE
National Institute for Health and Care Excellence

PRESSURE GROUPS
British Heart Foundation
CANCER RESEARCH UK
AGE Concern