

The Role of Public Policy in Health Care Promotion

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Introduction

Despite the contagious interest in comparative health promotion systems analysis, the field as a whole is poorly developed in theoretical sophistication and the rigor of much of the empirical research. Most recent studies are descriptive and dominated by a quantitative economic approach. However, little attention has been devoted to interdisciplinary input. In my study, I state a **hypothesis of convergence** in which health systems were seen to be responding both to the developing dynamics of science and technology, on the one hand, and to a variety of exogenous factors associated with resource levels, patterns of morbidity, demography, and mass culture, on the other. The paper is organized around primary elements of the convergence approach. It also considers the distinctive impact of the state on national and international health promotion trends. It notes how clinical and social aspects of health promotion can work to shape health system responses and their effectiveness; and it records the shifting position of the medical profession amidst powerful eddies of change. Taken together, these perspectives yield an encompassing overview of **comparative health care promotion developments**.

Methods

- Taxonomic analysis of the *Ottawa Charter for Health Promotion*
- Analysis of key documents (Web published materials, hard copies and published overview articles), interviews with officials, key informants and stakeholders.

Architecture of the Evaluation Indicators

INTERVENTION

Indicators for the Objectives of Action Plan of Health Promotion

SITUATION

Global situation Indicators (Tableau de Board)

Indicators for Strategic Instruments and Intervention Areas

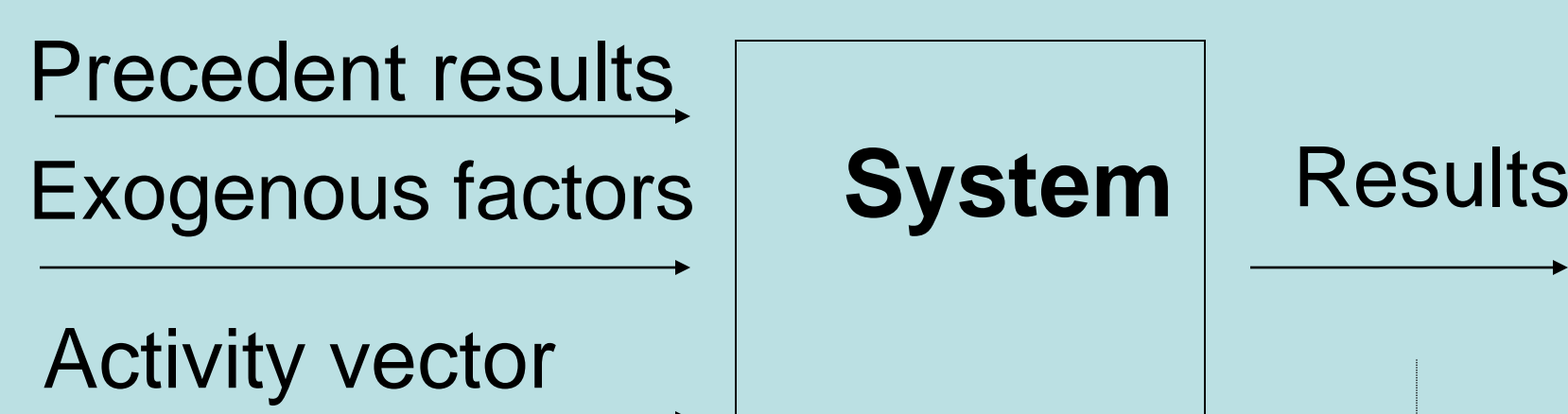
Actions

Resources

Results

Activity Vectors Analysis

Systemic Approach



Variables influencing Health Promotion Policy

1. The impact of political institutions on policy
2. Politics and government
3. Collective decision-making processes
4. Expansion of state capacity choices
5. Involvement of states in transnational structures and international flows of communication

A Framework for Policy-Making: A Model of effective health promotion policy

Strategic Instruments

- A. Legal Reform
- B. International Cooperation
- C. Coordination, monitoring and evaluation
- D. Research, Statistics, Information
- E. Training

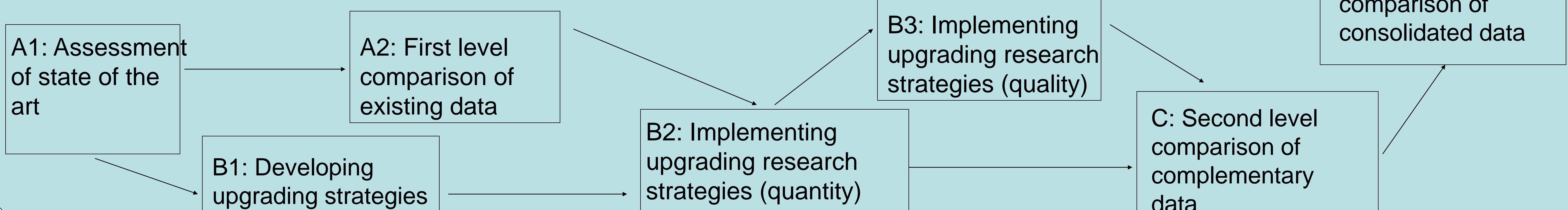
Intervention Areas

- I. Prevention
- II. Reduction of supply (tobacco production, marketing and smoking control)
- III. Treatment and rehabilitation
- IV. Risk factors and disease reduction
- V. Community Action
- VI. Dissuasion

Intervening Protagonists

1. Multinational community
2. Central Administration and Health Units
3. Local Council Administration
4. Civil Society
5. Teaching and Research Institutions

Sequence and Logic of Comparative National Health Promotion Policies



Conclusions: Evidence on the effectiveness and cost-effectiveness of health promotion actions must be translated into guidance for policy and practice, clearly communicated and applied. National and transnational mechanisms for the collection, collation and transfer of knowledge of effective health promotion must be extended to improve practice.