

Five Approaches to Health Promotion - Smoking

Approach	Aim	Health Promotion Activity	Important Values	Example - Smoking
Medical	Freedom from medically defined disease and disability.	Promotion of medical intervention to prevent and ameliorate health.	Patient compliance with preventative medical procedures.	Aim – freedom from lung/heart disease and other smoking related diseases. Activity – encouraging people to seek early detection and treatment of smoking related disorders.
Behaviour Change	Individual behaviour conducive to freedom from disease.	Attitude and behaviour change to encourage adoption of 'healthier' lifestyle.	Healthy lifestyle as defined by health promoter.	Aim – behaviour changes from smoking to not smoking. Activity – persuasive education to prevent non-smokers from starting and persuade smokers to stop.
Educational	Individuals with knowledge and understanding, enabling well informed decisions to be made and acted upon.	Information about cause and effects of health demoting factors. Exploration of values and attitudes. Development of skills required for healthy living.	Individual right of free choice. Health promoter's responsibility to identify educational content.	Aim – clients will have understanding of the effects of smoking on health. They will make a decision whether or not to smoke and act on the decision. Activity – Giving information to clients about the effects of smoking. Helping them to explore their own values and attitudes and come to a decision. Helping them to learn how to stop smoking if they want to.
Client Centred (Empowerment)	Working with clients on the clients' own terms.	Working with health issues, choices and actions which clients identify. Empowering the client.	Clients as equals. Clients' rights to set agenda. Self empowerment of client.	Anti-smoking issues are only considered if clients identify them as a concern. Clients identify what, if anything they want to know about it.
Social Change	Physical and social environment which enables choice of healthier lifestyle.	Political/social action to change physical/social environment.	Right and need to make environment health enhancing.	Aim – make smoking socially unacceptable, so it is not easier to smoke. Activity – no smoking policy in all public places. Cigarette sales less accessible, especially to children, promotion of non-smoking as social norm. Limiting and challenging tobacco advertising and sports sponsorship.

(Adapted from Ewles and Simnett, 1999; cited in Jones & Naidoo, 2000)