

Models of health and health promotion

Biomedical model: it focuses on physical/biological aspects of disease and illness. It is a medical model of care practised by doctors and health professionals, and associated with diagnosis, treatment and cure of disease. Examples: medical imaging, blood tests, medication, surgery, GP consultations.

Social model: a conceptual framework within which achievements in health and wellbeing are achieved by directing effort towards addressing the social, economic and environmental determinants of health. It is based on the understanding that in order for health gains to occur, social, economic and environmental determinants must first be addressed. 5 principles (AREAS):

- addresses the broader determinants of health
- acts to reduce social inequities
- empowers individuals and communities
- acts to enable access to healthcare
- involves inter-sectorial collaboration

Ottawa Charter of Health Promotion: an approach to health development by the WHO which attempts to reduce inequalities in health, developed from the social model of health. 5 action areas:

- build healthy public policy
- create supportive environments
- strengthen community action
- develop personal skills
- reorient health services

Health promotion: the process of enabling people to increase control over, and improve, their health. 3 health promotion strategies: enable, mediate, advocate.

Australia's healthcare system

Government responsibilities

- Federal
 - manage Medicare, PBS and private health insurance
 - manage quarantine
 - purchase vaccines
 - manage and fund aged care/HACC services
- State
 - provide/fund public hospital services
 - provide ambulance services
 - provide community health services
 - fund state health promotion programs
- Local
 - organise local immunisation programs
 - maintain sanitary environment
 - local maternal/child services
 - keep roads and public places safe
- Values that underpin healthcare system: safe, effective, efficient, continuous, accessible, responsive, sustainable

Healthcare schemes

- Medicare: Australia's universal healthcare system that aims to provide access to adequate healthcare for all Australians who need treatment, regardless of age or income.
- How it works: The government, through taxes (Medicare levy, levy surcharge, and general taxation), pays for all or most of these services: GP consultations and procedures, specialists (referred by GP), necessary tests, optometrist eye tests, and staying as a public patient in hospital.
- Pharmaceutical Benefits Scheme (PBS)
- Subsidises the cost of a wide range of prescription medications, providing all Australians with access to vital and cost-effective medications at an affordable price.
- Private Health Insurance
- People choose to pay a premium to an insurance fund, which offers financial benefits for additional health services not covered by Medicare, and lets people have their own doctor in a private hospital.
- Advantages: covers more services; access to private hospital and doctor; shorter waiting times; reduces burden on public system
- Disadvantages: not affordable for all

Government promoting healthy eating

- Nutrition surveys
- Govt uses survey data on food and drink consumption to help develop appropriate nutrition policy, nutrition promotion programs, food models, and food composition regulations.
- Australian Guide to Healthy Eating: a food selection guide that visually represents the proportion of the five food groups recommended for consumption each day. Looks like a plate divided into five, with images of foods in each food category; also encourages limiting oils and junk food.
- Australian Dietary Guidelines: provides info on healthy types and amounts of foods, to promote health and reduce disease risk. Nutrition-related guidelines:
 - to maintain a healthy weight, be physically active and choose amounts of nutritious food/drinks to meet your energy needs.
 - enjoy a wide variety of foods from five groups every day
 - limit intake of foods with sat fat, added salt/sugar, and alcohol

How NGO Nutrition Australia promotes healthy eating

- healthy eating pyramid: visually groups food in 4 tiers – fruit, veg, legumes and grains in two bottom tiers, dairy and meats in middle tier, healthy fats in top tier
- website (info and recipes)
- national nutrition week
- canteen and menu advisory service

VicHealth

Mission: in partnership with others, we promote good health. We recognise that the social and economic conditions for all people influence their health. We promote fairness and opportunity for better health. We support initiatives that assist individuals, communities, workplaces and broader society to improve wellbeing. We seek to prevent chronic conditions for all people.

Priorities

- promote healthy eating
- encourage regular physical activity
- prevent tobacco use
- prevent harm from alcohol
- improve mental wellbeing