

# **Promoting Cervical Screening Information for Health Professionals**

## **Health Promotion: Defining and Marketing**

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## 1.1 What is Health?

Understanding the universal view of health will assist health professionals, working at a local level, to promote particular health messages. It is hoped this information assists in promoting cervical screening to Queensland women.

### 1.1.1 Universal View of Health - World Health Organisation

The World Health Organisation defines health as *“a state of complete physical, mental and social well-being and not merely the absence of disease”*.

In recent years this definition has been expanded to incorporate intellectual, environmental and spiritual health. The word ‘health’ means different things to different people and our individual definitions of health are influenced by many things such as: religious and cultural beliefs, family, media, socioeconomic status, life experiences and personal expectations.

Similarly people have different ideas on what resources and support they require to maintain their health and well-being. However, it is widely recognised there are fundamental conditions and resources necessary for health. These are: peace, shelter, education, food, income, a stable eco-system, sustainable resources, social justice and equity (World Health Organisation, 1986).

## 1.2 Health Promotion – a summary

### 1.2.1 What is Health Promotion?

Health promotion is a philosophy that supports the development of policy for the planning and delivery of health care services. It recognises the importance of looking at health from a holistic perspective. Health promotion as we know it today has developed from the growing public health movement. Over time the concept of public health has changed and expanded as the views of physicians and health planners have widened from an early focus on hygiene to encompass the prevention of disease (Talbot & Verrinder, 2005).

Perhaps the most significant evolution in the public health movement was the development of and commitment to the Ottawa Charter for Health Promotion at an international level. The Charter was developed at an international conference on health promotion held in Ottawa, Canada in 1986.

The Ottawa Charter defines health promotion as *“the process of enabling individuals and communities to increase control over the determinants of health and thereby improve their health”* (World Health Organisation, 1986). To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and recognise goals that satisfy their needs including coping with the environment. The Ottawa Charter emphasises the importance of viewing health and the promotion of health from a holistic perspective and promotes an all-inclusive approach to the planning of public health policies and health promotion practices.

There are five key principles of the Ottawa Charter:

- Building Healthy Public Policy
- Creating Supportive Environments
- Strengthening Community Action
- Developing Personal Skills
- Reorienting Health Services

**For further information on the Ottawa Charter and the five key principles:**

World Health Organisation Ottawa Charter

**For further information on health promotion:**

Australian Health Promotion Association

New South Wales Health

Victorian Health Department

## **1.3 Marketing Health Promotion**

The information in this section specifically relates to Queensland Health employees. If you are not a Queensland Health employee the procedures and policies contained in this section will not be relevant to your organisation however, you may find this useful when promoting health messages in the media.

### **1.3.1 How to Market Health Promotion Messages**

There are many ways to get a health message across. The use of the media is probably the most useful and cost-effective tool available besides the “community grapevine” (word of mouth). Media has the power to influence decisions and change the attitudes of many people. Media includes electronic media (television and radio) as well as print media (newspapers and magazines).

#### **Queensland Health Employees**

If you are a Queensland Health employee you need to be familiar and strictly adhere to all Queensland Health policies and protocols. Before speaking to the media an email or phone call to your local Queensland Health public affairs officer is essential and ensures there is awareness of your issue and any upcoming events.

### **1.3.2 Policies, procedures and guidelines for Queensland Health Employees:**

The following PDF documents can be viewed at [qheps.health.qld.gov.au/media](http://qheps.health.qld.gov.au/media)

- copyright

- corporate logo/identity
- editorial style
- media. Includes: Media Policy and Guidelines, Media Protocol and Whole of Government Media Form.
- 'How to' Guides for marketing, communication, media and publishing

### 1.3.3 What do I do if I get a media enquiry?

All media enquiries are looked after by Public Affairs. When you are approached by a reporter, you have two options.

#### **Option A:**

Note the following:

- the journalist's name
- the name and location of the media organisation
- the journalist's phone number (office and/or mobile)
- the time of contact.

After getting these details, pass the information along to your district public affairs officer or Public Affairs Corporate Office.

- Corporate Office number is (07) 3234 1135.

#### **Option B:**

Transfer the call through to Corporate Public Affairs or your District Public Affairs Officer.

*Do not under any circumstances:*

- make any comment without getting proper authorisation
- release information which has not been verified
- make off-the-cuff or off-the-record remarks which a journalist could decide to use in any media report.

Should you gain approval to give a media interview speak to your local public affairs officer first and visit [qheps.health.qld.gov.au/media](http://qheps.health.qld.gov.au/media)

### 1.3.4 What is my role?

In your role you may be required to plan, facilitate and evaluate cervical screening health education sessions. Part of planning a successful session is ensuring people are aware of the event.

Work with your local public affairs officer to ensure accurate and effective publicity of the event. Be proactive with ideas for announcements and as helpful as possible to your public affairs officer:

- make sure your district or area public affairs officer knows about the story idea or event. Never try to address the issue on your own
- make sure your public affairs officer has the right information in a timely manner, this will give the announcement the best chance at making it into the media
- never promise a story to the media.

### 1.3.5 Other tools that can be useful in promoting health messages

#### **Brochures, Pamphlets and Fact Sheets**

These forms of material generally serve an educational function but are best used in conjunction with other education and health promotion activities. It is important the resources distributed to the community are accurate, up to date and culturally appropriate. It is important to ensure that brochures are distributed appropriately. It is important to research the (target) audience and develop a strategy to enable all members of the target group to receive the appropriate message.

Resources about cervical screening and cancer are available through the Queensland Cervical Screening Program. Some are translated into other languages, or are aimed at particular groups of women. These resources are available free of charge from the Queensland Cervical Screening Program website: [Queensland Cervical Screening Program](#).

#### **T-shirts, stickers, postcards etc.**

T-shirts, stickers, post-cards, magnets and wallet-sized reminder cards are also useful in promoting a program as they provide a sense of identity and help to confirm attitudes and enhance commitment.

#### **Posters**

Posters have historically been used widely and predominantly have a role in setting the agenda rather than providing detailed and specific information. They should incorporate a visual message rather than rely on a verbal one as they often remain on display long after the event. Posters also work more effectively when the community or target group are involved in the development of the resource from beginning to end.

Posters can be placed on most community noticeboards where members of the community gather; local doctor surgeries, community health centres, shopping centres, banks, post offices, schools, kindergartens, women's centres/ places and other public places. Permission must be sought to display posters in these settings.

Resources on a range of preventative health issues including breast, bowel and cervical screening are available free-of-charge and can be ordered through the Queensland Government Bookshop - [www.bookshop.qld.gov.au](http://www.bookshop.qld.gov.au).

### **Displays**

Displays of posters, articles, pictures, charts, pamphlets and so on, can be displayed in locations where women/men feel comfortable. Shopping centres and public sites such as libraries and council chambers are good venues for displays.

The local pharmacy or bank might also be interested. Displays are static ways of getting information across. It is desirable to have a physical presence at the display, but not essential. Once again, permission must be obtained to erect a display in these settings by approaching the relevant person.

## 1.4 References

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### **1.4.2 Additional Resources**

Resources specific to cervical screening can be viewed or ordered on line [www.health.qld.gov.au/cervicalscreening](http://www.health.qld.gov.au/cervicalscreening) under the ‘Resources and Publications’ section.