SOCIAL MODEL OF HEALTH – Principles

Empowers individuals and communities

- Means people can participate in decision making about their health and wellbeing. Individuals are more likely to participate in healthy behaviours if they feel a sense of power and control over their situation. They are more able to make a positive change.

- E.g. The health star rating gives the public knowledge about the ‘healthiness’ of food types, therefor giving them control over the choices they make between options.

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<tr>
<td>- Promotes good health and wellbeing and assists in preventing diseases</td>
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<tr>
<td>- Promotes overall health and wellbeing</td>
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<td>- Relatively inexpensive</td>
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<td>- Focus’ on the vulnerable population groups</td>
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<td>- Education can be passes on through generations</td>
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<tr>
<td>- Responsibility of health and wellbeing is shared</td>
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<td>- Not every condition can be prevented</td>
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<tr>
<td>- Doesn’t promote the development of technology and medical knowledge</td>
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<tr>
<td>- Doesn’t address the health and wellbeing concerns of individuals</td>
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<td>- Health promotion messages may be ignored</td>
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SOCIAL MODEL OF HEALTH – Principles

Involves Intersectoral collaboration

- Having groups from many sectors such as government, health and private sector working together to achieve a common goal to adequately address sociocultural and physical environment factors.

E.g. introduction of the health star rating on packaged foods is an example of intersectoral collaboration between manufacturers, government initiatives and supermarkets.

SOCIAL MODEL OF HEALTH – Principles

Acts to reduce social inequalities

- Must address the sociocultural factors that contribute to inequalities in health status. Many population groups are affected by factors such as gender, culture, race, SES, access to healthcare, social exclusion and the physical environment.

E.g. the health star rating is easy to read and understand for people who may come from different backgrounds. This enables them to make healthier food choices.

SOCIAL MODEL OF HEALTH – Principles

Acts to enable access to healthcare

- Many sociocultural and environmental factors that can impact access to healthcare. Some include cultural and language barriers, economic and geographical factors and education levels.

E.g. *not relating to health star rating*
Culturally appropriate healthcare enables individuals and families of different backgrounds to seek medical help when needed. Generally these healthcare professionals are more aware of their situation and are more supportive.
New Public Health

- **Definition**- ‘an approach to health that expands the traditional focus on individual behaviour change to one that considers the ways in which physical, sociocultural and political environments impact on health.’
- Due to increasing trends in lifestyle diseases, new promotion strategies were developed to educate the public on preventable diseases and to assist with behavioural change of the population.
- Takes into account the significant role that factors such as socioeconomic status, access to healthcare and social connectedness play in bringing about improved health status.

Also known as the **social model of health**

Social Model of Health

**Definition**- ‘an approach that recognises improvements in health and wellbeing can only be achieved by directing effort towards addressing the physical, sociocultural and political environments of health that have an impact on individuals and population groups’

5 Key principles:

**Principles of the social model of health**
- Acts to enable access to healthcare
- Acts to reduce social inequalities
- Empowers individuals and communities
- Involves intersectoral collaboration
- Addresses the broader determinants (or factors) of health

**SOCIAL MODEL OF HEALTH - Principles**

**Address’ the broader determinants (or factors) of health**

- Behavioural factors are important for improving health and wellbeing but these factors are often influenced by other broader determinants such as gender, culture, race or ethnicity, SES, geographic location and physical environment.

**E.g.** The health star rating aims to influence a change of behaviour relating to food choice. May influence individuals to choose a healthier option with a higher star rating. Educates all people about the healthiness of food, within their food group.