

HEALTH PROMOTION



WHAT IS HEALTH PROMOTION AND HOW DOES IT WORK?

Health promoters work with communities to increase control over, and to improve their health. To reach a state of complete physical mental and social well-being, an individual or group must be able to realise aspirations to satisfy needs and to change or cope with the environment. Health promotion is not just the responsibility of the health sector but goes beyond healthy lifestyles to well-being. Health promoters usually work on a specific health topic or section of the community such as schools. Examples of health promotion include: tobacco control, improving nutrition, oral health and promoting physical activity.

Health promoters may do some or all of the following:

- Develop policies, strategies and programmes for improving health. Work with other agencies to co-ordinate health promotion programmes.
- Advocate and lobby for health promotion causes, work alongside schools and community groups to identify health issues and solutions.
- Manage health promotion projects and establish networks in the community.
- Develop promotional and educational material for publication.

Education required	There are no specific entry requirements to become a health promoter. However, tertiary qualifications in health, social sciences or education are usually preferred, along with knowledge of a health related field such as nutrition.
Training offered by	Various providers depending on your focus
Perks!	Working with your community
Links	www.hpforum.org.nz Public Health Forums www.pha.org.nz Public Health Association

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HEALTH PROMOTION AND COMMUNITY ENGAGEMENT
A GUIDE FOR HEALTH PROMOTERS

