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 Victorian 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

[Victorian Health Department](#)

New South Wales Health

1.3 Marketing Health Promotion

How to Market Health Promotion Messages

**Media**

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, as well as promote events you may be running.

Media includes television, radio and the internet as well as print media (newspapers and magazines). Most organisations have an established procedure around sending press releases and speaking to the media, and may have a media officer who will engage with journalists on your behalf. Check with your organisation first, before engaging with the media.

If your organisation does not have a media officer, and you need advice about how and when to approach journalists, PapScreen Victoria’s Media and Communications Coordinator may be able to help – email info@papscreen.org.au for assistance.
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 PapScreen Victoria. Some are translated into other languages, or are aimed at particular groups of women. These resources are available free of charge from PapScreen Victoria website. (Hyperlink to website)

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 www.cancerscreening.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.

Advertising
Many print publications and media outlets carry paid advertising. Advertising can cost anywhere from small amounts up to millions of dollars. There will also usually be a cost associated with producing the advert. Sometimes not-for-profit organisations or organisations with an important health message can approach media outlets for community service announcements, or free advertising slots.

The internet
The advent of the internet has allowed organisations to promote themselves online through having a website, advertising online, submitting content to other websites or using social media such as Facebook or Twitter.
1.4 References

Hanley, P.  President, New Zealand Federation of Voluntary Welfare Organisations.


1.4.1 Additional Reading


Queensland Health. 1993 *Primary Health Care Policy*, Goprint, Brisbane.


1.4.2 Additional Resources
Resources specific to cervical screening can be viewed or ordered on line [www.papscreen.org.au](http://www.papscreen.org.au) ‘Resources and Publications’ section.