

Lesson 2

Health Promotion in Children

S2450C Health Promotion





Learning Objectives

1. Define and explain health behavior
2. Define and discuss the key characteristics and health concerns of children.
3. Identify and explain the pertinent health issues in various health settings across human lifespan among children
4. Identify the key stakeholders of different health settings.
5. Explain how health determinants influence health-related behavior among stakeholders in different health settings.
6. Propose and justify health promotion strategies to target groups and stakeholders.





Health Behaviors



What is Health Behavior?



- According to WHO, health behavior can be defined as “People’s actions (i.e. what they do) that can influence their health status (i.e. mental, physical and social wellbeing)”
- These actions are usually habitual and performed more frequently and integrated into a way of living.

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Types of Health Behaviors

1. **Decision-based behaviours**- making a conscious choice about whether to engage in the behaviour e.g. going for a walk
2. **One-time behaviour** – likely to be carried out only few times in their life e.g. going for health screening
3. **Habitual behaviour** – likely to be carried out at almost everyday without really even thinking about them e.g. brushing your teeth
4. **Addictive behaviours** – doing something that you are dependent on and find it hard to stop e.g. smoking
5. **Normative behaviour** – a behaviour that is shared by all in the community e.g. clubbing by young people
6. **Traditional behaviour**- a behaviour that is passed down from generation to generation e.g. avoidance of certain foods
7. **Lifestyle behaviour** – a collection of behaviours that is a way of life e.g. patterns of eating, clothing exercise etc.

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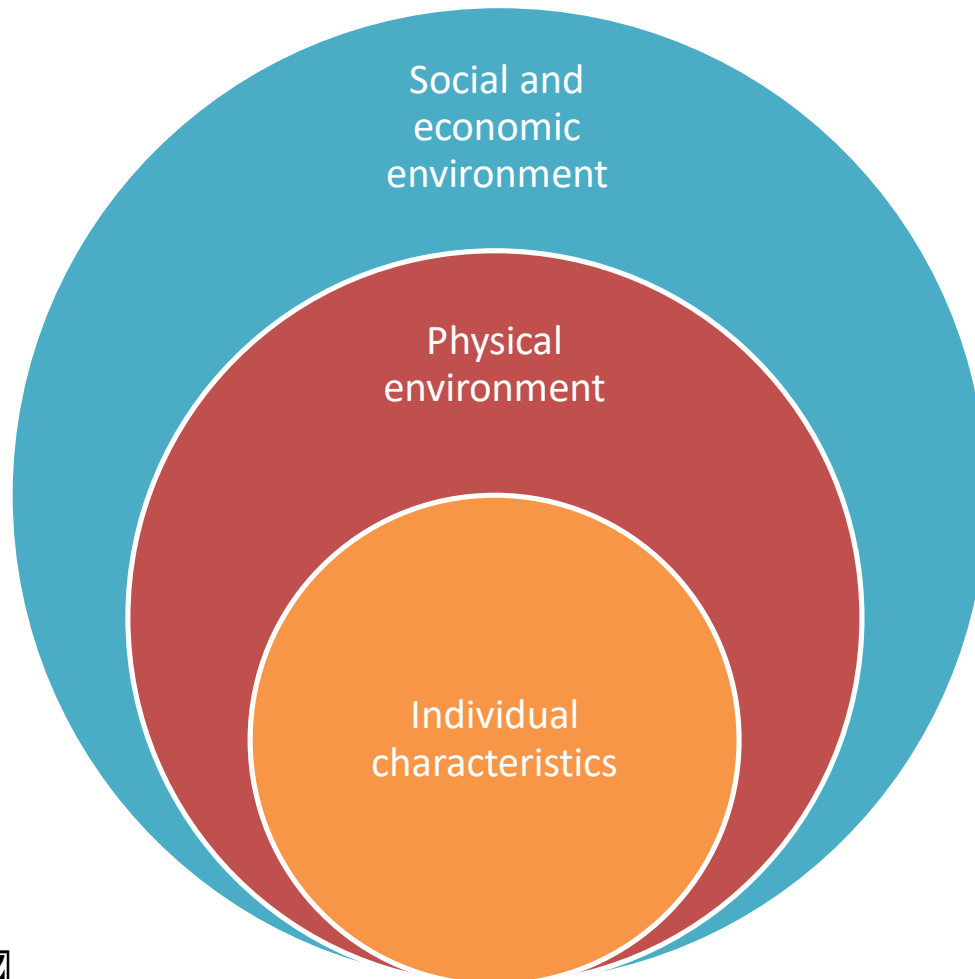


Behavior-Health Relationship

Behaviour	Health Outcomes
Alcohol and other drugs 	HIV/AIDS/ STIs Domestic Violence and Child Abuse Cancers
Nutrition 	Overweight and obesity Malnutrition NCDs including Diabetes, Heart Disease, Cholesterol, Obesity, etc. Some cancers Constipation
Oral Hygiene 	Tooth decay and gum disease Some cancers
Physical Activity 	NCDs including Diabetes, Heart Disease, Cholesterol, Obesity, Osteoporosis etc. Falls Depression
Sleep 	Fight of infection NCDs including Diabetes, Heart Disease, Obesity etc
Tobacco use 	Cancer Heart and Lung disease



Enabling Behaviour Change

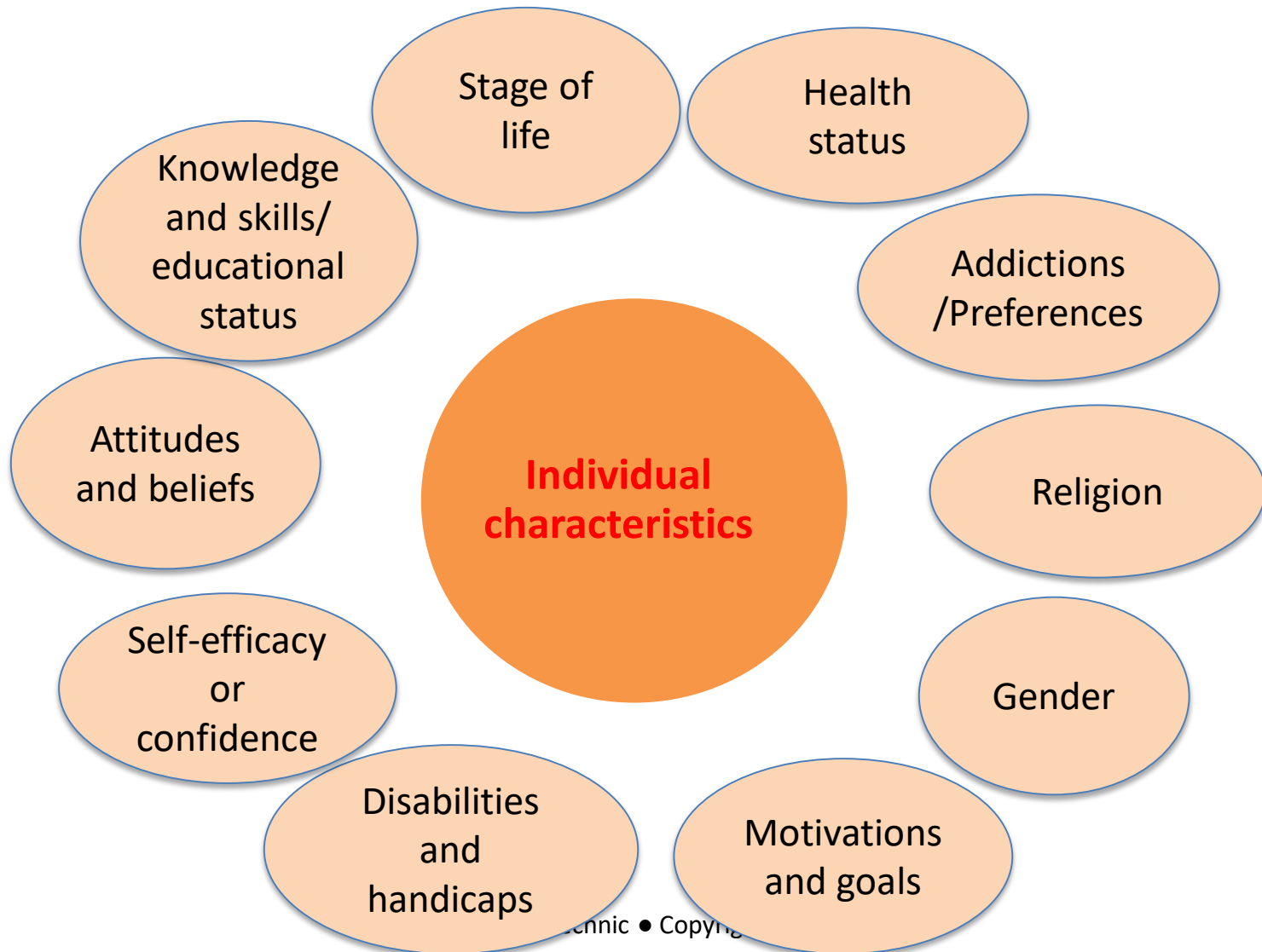


Factors that
influence health
behaviours



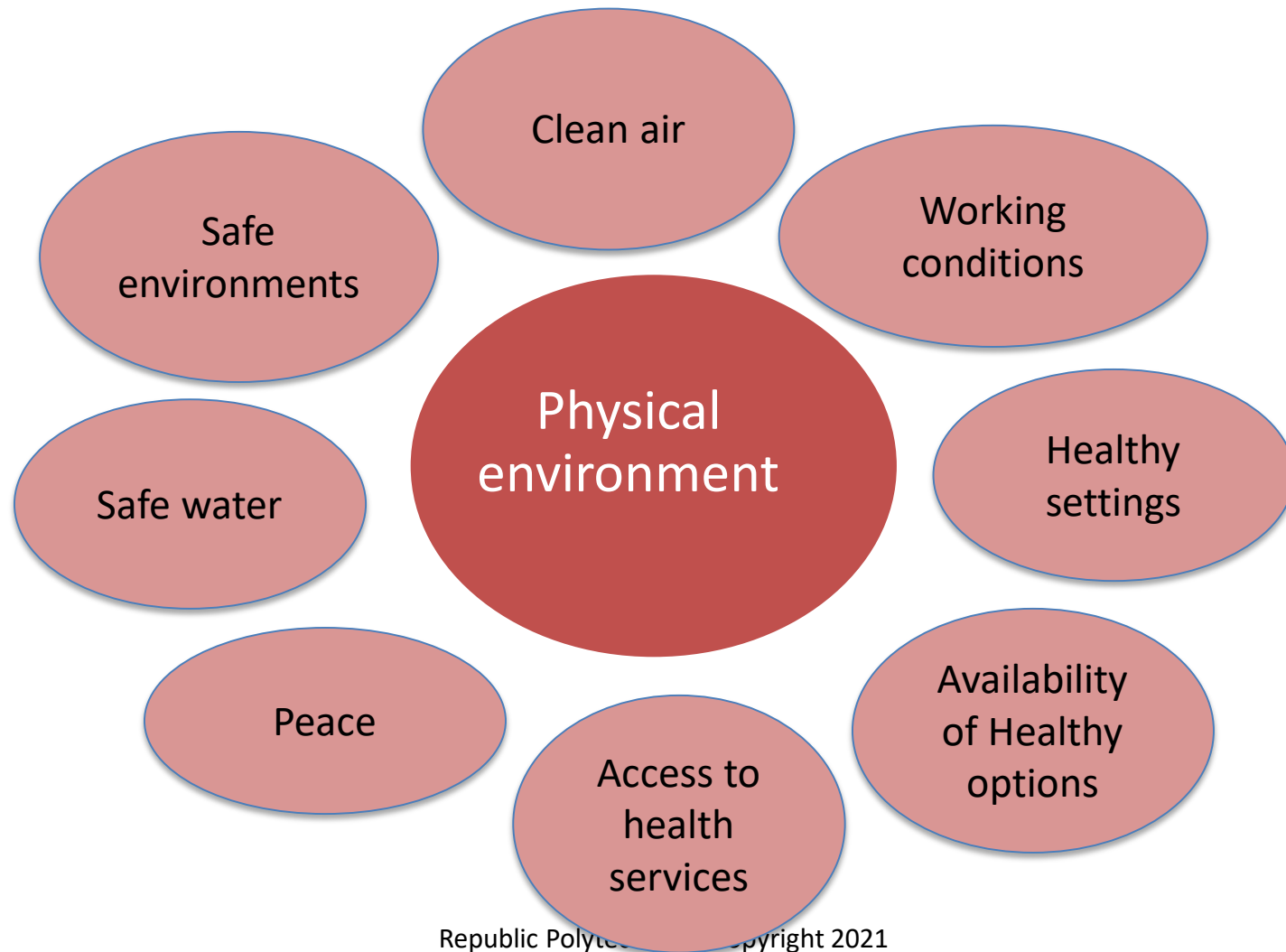


Factors That Influence Health Behaviours



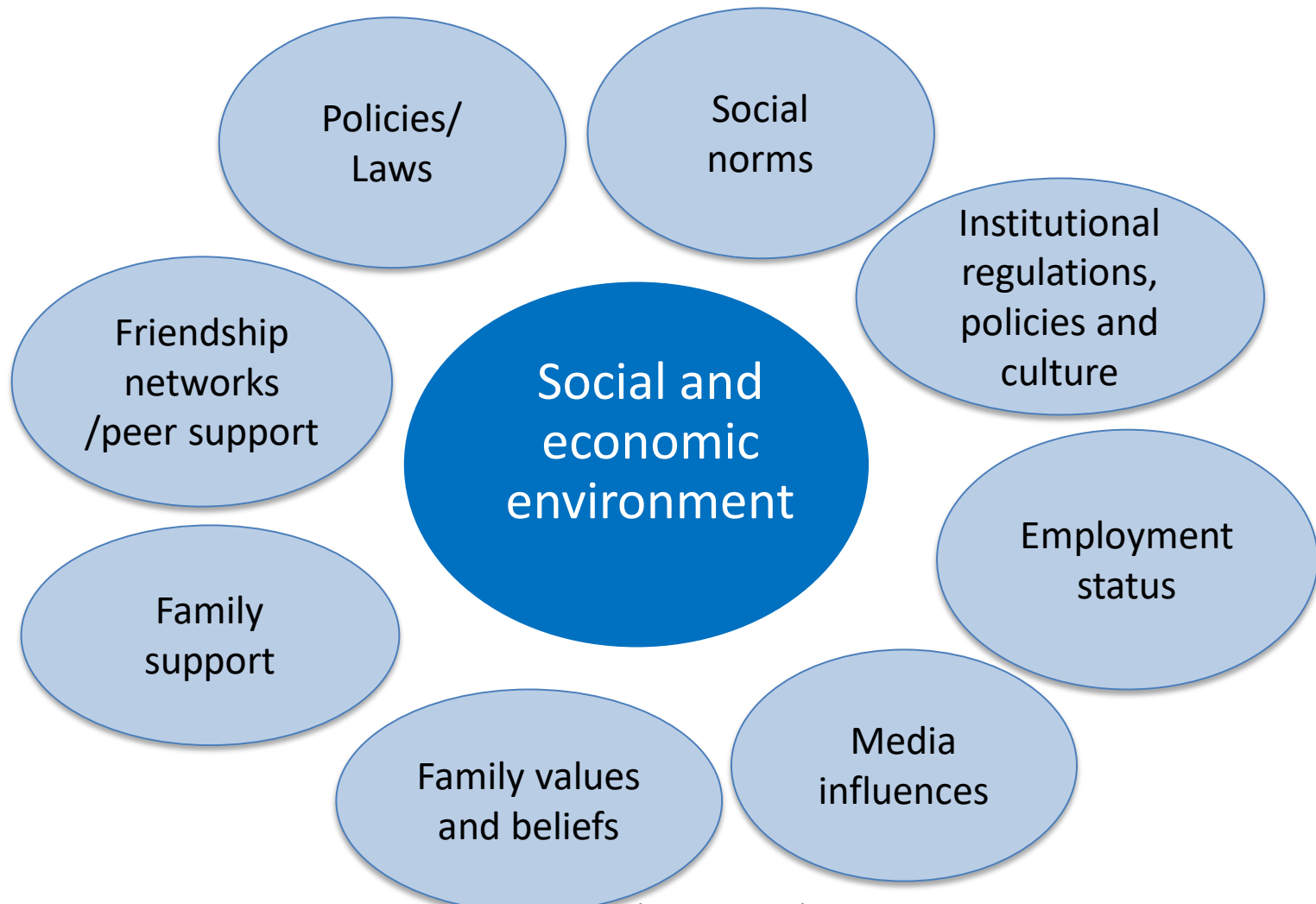


Factors That Influence Health Behaviours





Factors That Influence Health Behaviours





Barriers to Behaviour Change





Children: Characteristics & Milestones



Definition of Children

Biologically, a child is a human being between the stages of birth and puberty, or between the developmental period of infancy and puberty

Age	Classification
1 – 4 years old	Young children
5 – 9 years old	Older children
10 – 14 years old	Adolescent
15 – 24 years old	Youth





Children & Milestones Developments



Age	Classification
1 – 4 years old	Young children
5 – 9 years old	Older children
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Profile of a Young Child (1-4 years)



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Profile of a Older Child (5-9 years)





Children: Health Concerns



Key Health Concerns in Children

- Nutrition
- Physical activity
- Childhood Obesity
- Mental wellness
- Myopia
- Dental Health
- Immunization
- Infectious diseases





Health statistics in Children & Youth:

Should we be worried?

- Statistics from the Student Health Survey 2012 show that
 - 80% of students aged 13 to 18 years do not meet recommendations for both fruit and vegetables.
 - > 50% of students do not limit the intake of deep fried products.
 - 25% of students drink more than one sweetened drink daily.





Determinants of Health Behavior

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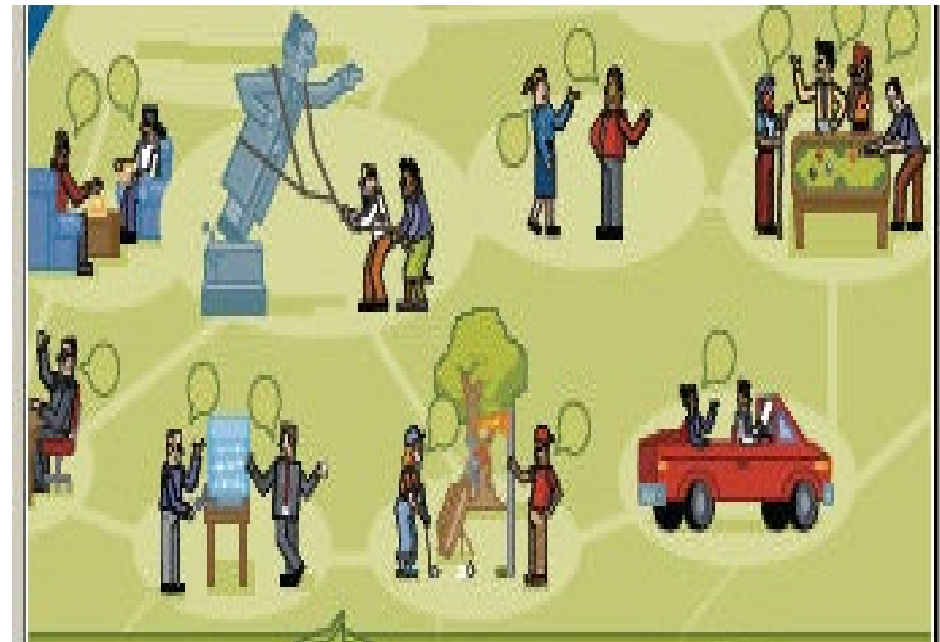


How People Learn

Formal
learning



Informal
learning





How Children Learn

- Visual
- Audio
- Tactile



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Key Settings to Reach Children



Various stakeholders in these key settings impact health behaviors in children



Strategies for Health Promotion to Children



Health Promoting School (HPS)

A Health Promoting School (HPS) is based on the World Health Organization's Ottawa Charter for Health Promotion.



- In Singapore, HPB leads the efforts in promoting health in schools



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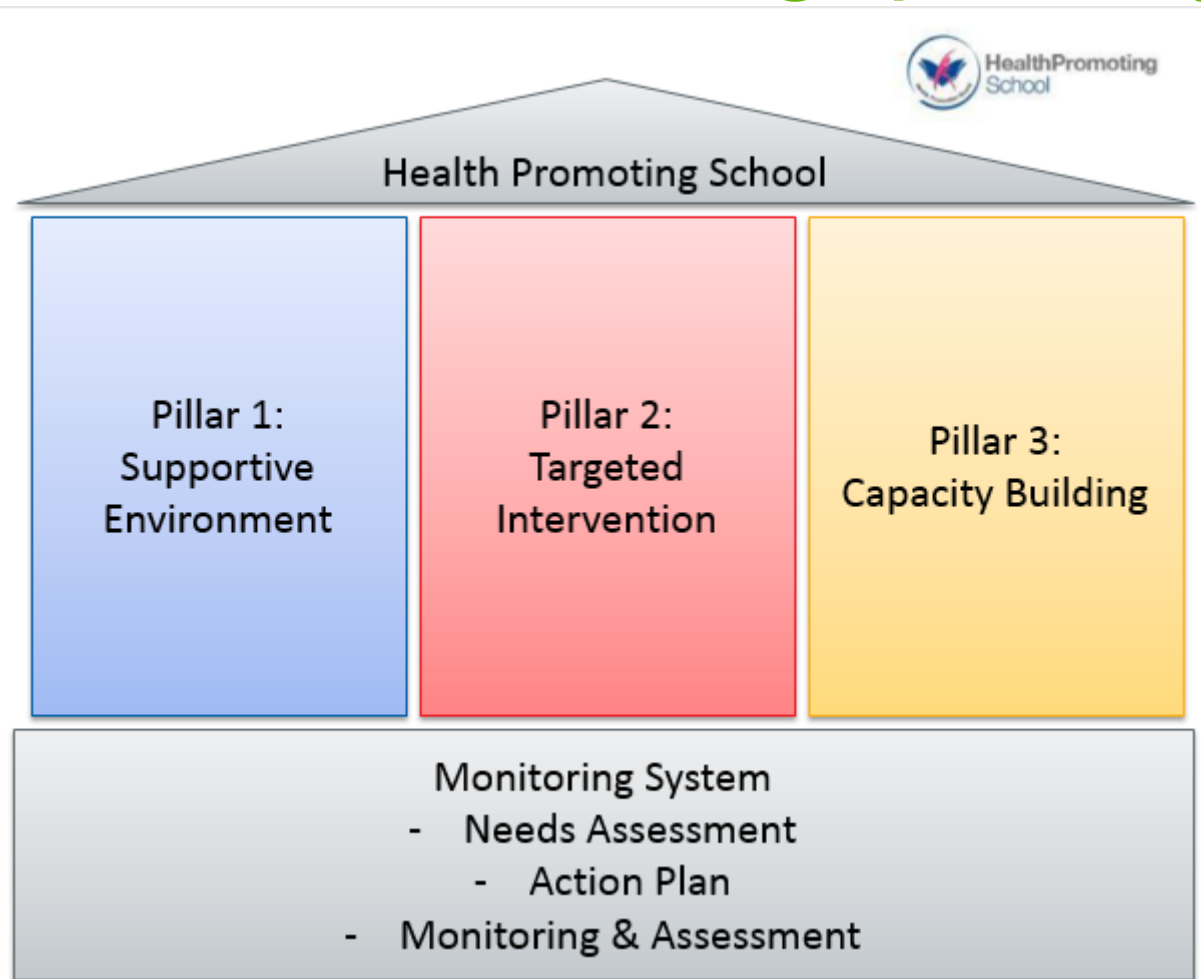
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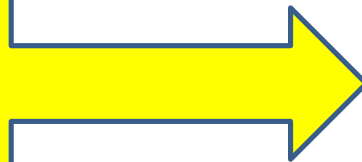
HPS Framework in Singapore by HPB





What Works with Children?

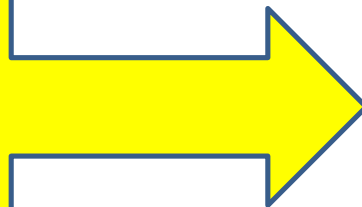
- Development of awareness campaigns
- Provision of communication resources
- Provision of trainings



At Home

- Role modeling
- Making it a way of life
- Learning through play
- Opportunistic learning

- Development of curriculum
- Provision of communication resources
- Provision of trainings



In School

- Learning through structured lesson
- Learning through play
- Creating a pro-health environment
- Role modeling



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Innovative Strategies that Work with Children



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Video



Source: <https://www.youtube.com/watch?v=dhpCdqOtuJ0>



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Source: <https://www.youtube.com/watch?v=55qPDor-yj0>



What Are the Challenges When Doing Child Work?





Summary

- By chronological age, children are individuals between 1 – 9 years old.
- Children learn best by engaging them and understanding and adhering to their learning styles.
- Home and school are important settings in cultivating healthy habits to children.
- Key health concerns are nutrition, physical activity, mental wellness, myopia prevention, communicable diseases (HFMD)
- Health promoters can facilitate the inculcation of healthy habits in children by partnering schools, parents and care-givers. Identify and highlight key messages – easy to understand and appropriate for the target audience
- Use different learning methods e.g. games, experiential learning, story telling
- Leverage on teachers, parents and care-takers



References

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