

Lesson 9

Health Promotion to Youths

S2450C Health Promotion



Learning Outcomes

1. Identify and explain the pertinent health issues in various health settings in young people
2. Describe the general characteristics of youth and explain how these characteristics impact health promotion to them.
3. Identify the key stakeholders of different health settings.
4. Explain how health determinants influence health-related behavior among stakeholders in different health settings.
5. Propose and justify health promotion strategies to target groups and stakeholders.



Adolescence



Adolescence is a stage in life where they begin to make more decisions for themselves and take on more responsibilities.



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Adolescence: Characteristics





Adolescents & Milestones Development

Age	Emotional	Cognitive	Social
10-14 (early adolescence)	Adjustment to a new body image, adaptation to emerging sexuality	Concrete thinking; early moral concepts	Strong peer effect
15 – 17 (middle adolescence)	Establishment of emotional separation from parents	Emergence of abstract thinking, expansion of verbal abilities and conventional morality; adjustment to increased school demands	Increased health risk behaviour; sexual interests in peers; early vocational plans
18 – 21 (late adolescence)	Establishment of a personal sense of identity; further separation from parents	Development of abstract, complex thinking; emergence of post-conventional morality	Increased impulse control; emerging social autonomy; establishment of vocational capability





Profile of a Typical Adolescent



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MYTHS AND MISCONCEPTIONS ABOUT ADOLESCENCE

Source: <https://www.youtube.com/watch?v=J0MtQgS6lZU>



Adolescence: Health Concerns



Key Health Concerns in Adolescence

- Physical activity
- Nutrition
- Mental wellness
- Addictive behaviors
- Pregnancy
- STD's/STI's





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 in Adolescents

How People Learn- Adolescents

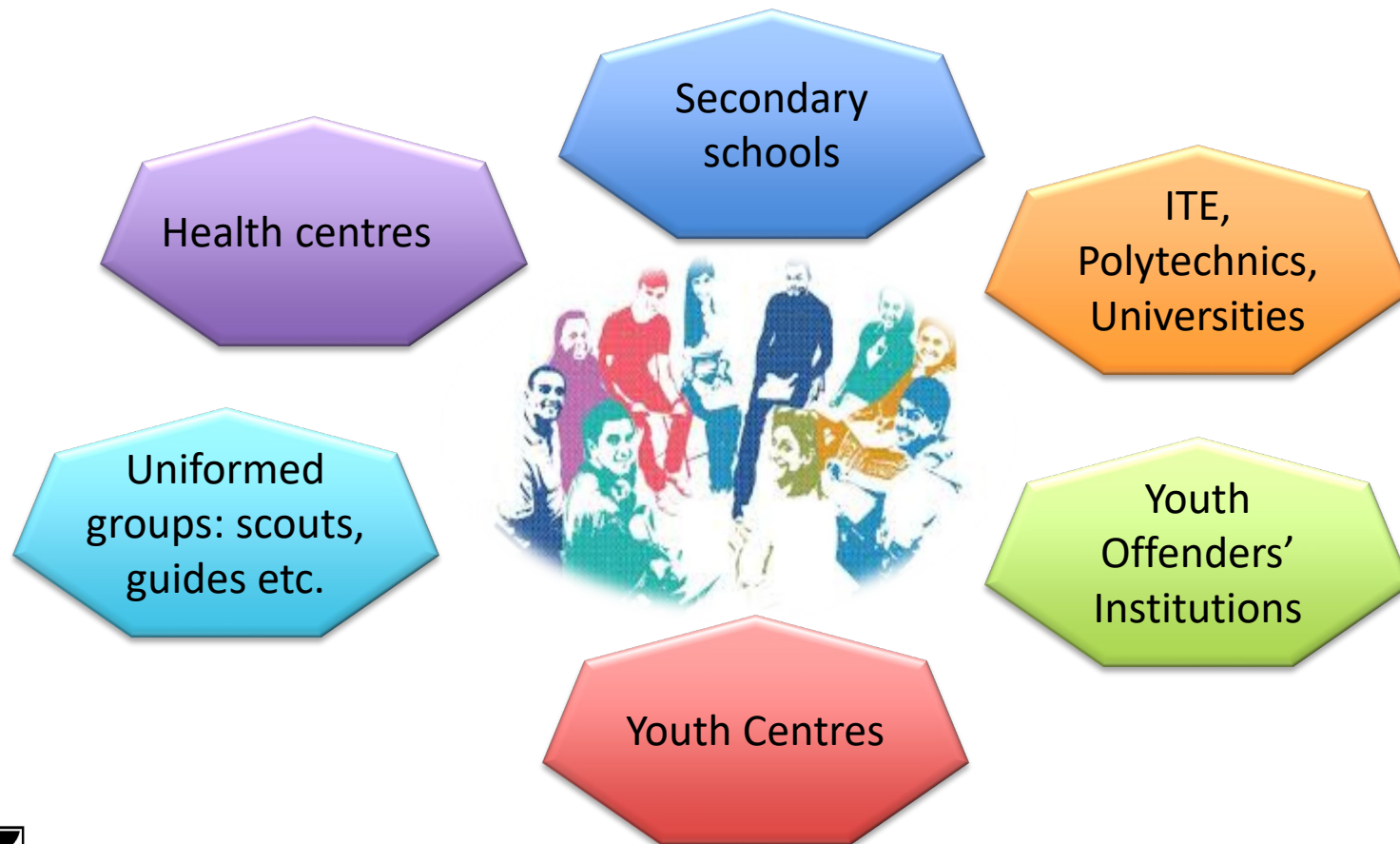


- Challenged, sophisticated ways of thinking
- Strong emotional connections
- Excitement
- Rewards





Key Settings & Stakeholders to Reach Youth (Adolescents)



Health Promotion Strategies: Adolescents



How Schools Promote Health

1. School Environment

e.g. buildings, canteens, water/sanitation, play facilities, safe surroundings

2. Health Education

e.g. Classroom/out-of-school activities, community projects, curriculum, values at school, teachers as role-models, parent involvement

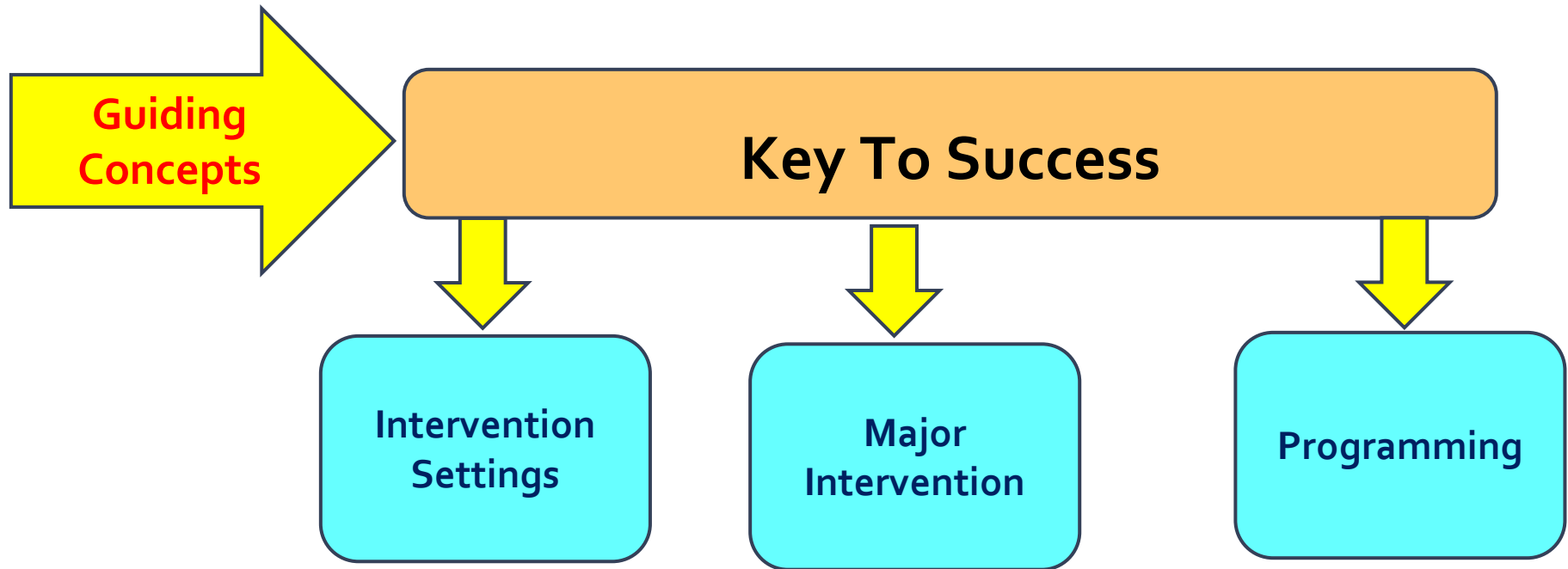
3. School Health Services

e.g. screening, first aid, counselling, clinics, treatment or referral





Framework for Adolescence Health



Source: Strategies for Adolescent Health and Development. (n.d.). World Health Organisation Regional Office for South East Asia. Retrieved June 29, 2011, from www.searo.who.int





Public Health Services for Youth Health

- Adolescent health provides the foundation for adult health status.
- Preventable health problems in adolescence can become chronic health conditions in adulthood.



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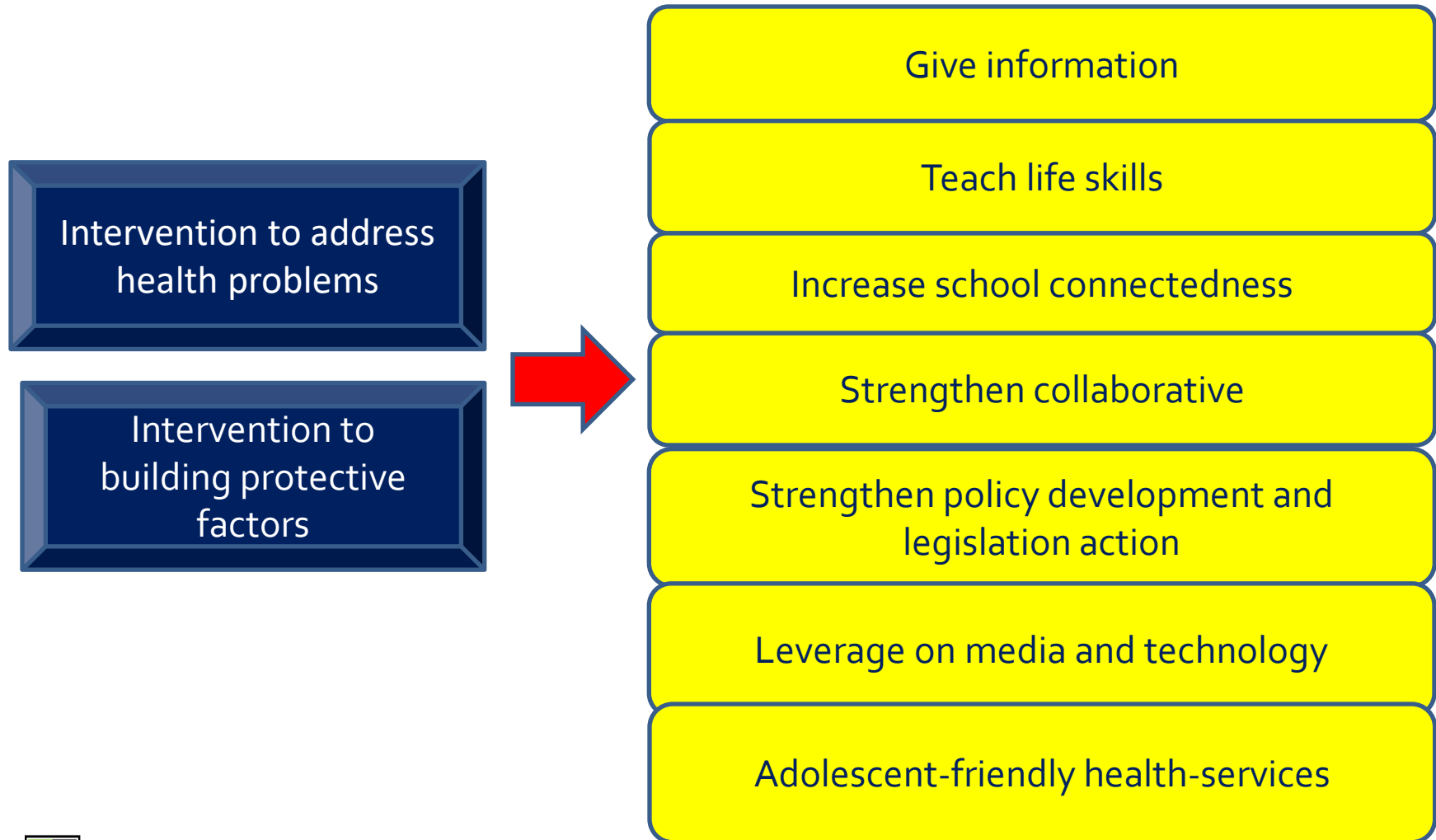
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What Works with Adolescents?



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Innovative Strategies that Work with Adolescence?



MEDICAL MANGA

WANT TO KNOW IF YOU ARE GETTING ENOUGH SLEEP?
LEARN MORE ABOUT HEALTHY SLEEPING HABITS THROUGH VR GAMES CREATED BY YOUR FELLOW RP STUDENTS!

MOTORUSH WHACK A SHEEP

RACE TO THE END WHILE DODGING OBSTACLES IN MOTORUSH!

TEST YOUR REFLEXES BY HITTING SHEEP IN WHACK A SHEEP!

FIND US AT THE GALLERY (NEXT TO FUSIONSPOON CAFE) FROM 7 TO 9 FEB, 10AM TO 2PM



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VIDEO



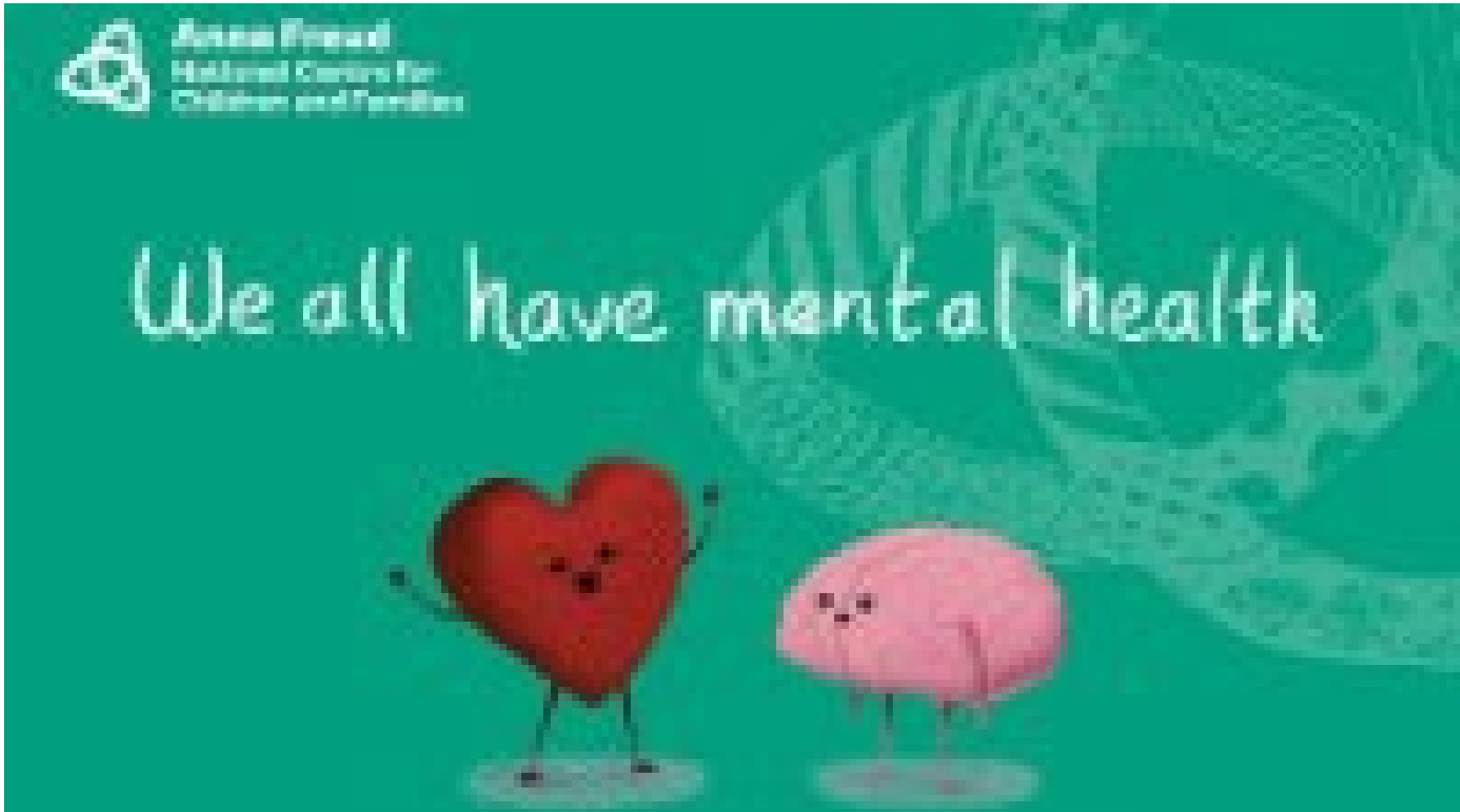
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Video



Source: <https://www.youtube.com/watch?v=1L6HB97lbrQ>

Video



Source: <https://www.youtube.com/watch?v=DxIDKZHw3-E>



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Source: <https://www.youtube.com/watch?v=RAFSrGX0mxk>

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Video



Source: https://www.youtube.com/watch?v=Czg_9C7gw0o



What Are the Challenges when Doing Youth Work?





Summary

- Individuals are termed adolescent when they are between 10 – 21 years old.
- Adolescence is an important developmental stage, characterized by marked biological, physical, emotional and social changes
- Physical activity, Nutrition, Mental wellness, Addictive behaviors, Pregnancy, and STD's/STI's are major health concerns in adolescence.
- Innovative strategies such as Medical manga; Virtual reality games; Videos & campaigns; Healthy eating manga; and promotional campaigns via Social media such as twitter, Instagram, Youtube, etc work with adolescents in promoting health behaviors
- To achieve the goals of adolescence health promotion, leveraging of stakeholder such as parents, significant persons to the adolescent, teachers, school personnel, fellow students, health professionals, community, the non-profit sector and industry etc is crucial



References

Stang, J., & Story, M. (n.d.). Adolescent Growth And Development. LET: Publications. Epidemiology and Community Health : Univeristy of Minnesota : School of Public Health. Retrieved June 29, 2011, from http://www.epi.umn.edu/let/pubs/img/adol_ch1.pdf

Strategies for Adolescent Health and Development. (n.d.). World Health Organisation Regional Office for South East Asia. Retrieved June 29, 2011, from www.searo.who.int

CDC - Protective Factors - Adolescent and School Health. (n.d.). Centers for Disease Control and Prevention. Retrieved June 29, 2011, from <http://www.cdc.gov/healthyyouth>





Thank you

