

# Population Health Promotion

## Capacity considerations for Directors & Managers



### Key Principles of PHP

- acts upon the broad range of factors and conditions that have a strong influence on health (social determinants of health)
- aims to improve the health of the entire population
- acknowledges that there are disparities in health status and works to reduce health inequities among population groups
- applies multiple strategies to address population health issues
- collaborates across different sectors and levels
- focuses on the primary prevention of chronic disease
- enables people to take control over and improve their health (health promotion)

*Suggested process:* use in conjunction with the consultation tool for gathering information from front line staff.

- How do you become aware of the needs and assets of the community in which you provide services?
  - Meetings with external organizations
  - Feedback from staff working on the front line
  - Review of internal data, indicators
  - Accessing external data, indicators (ie. NB Health Council)
  - Formal community needs assessments
  - Other (provide details below)
  - I don't know

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Are population health promotion issues discussed at the director/managerial level within your program/department area?
  - Yes
  - No

If yes, are they considered important in meeting program/department goals and objectives?

- Yes
- No

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- How do you become aware of population health promotion activities that are occurring within your program/department?
  - Discussion at staff meetings
  - Defined in work plans, performance reviews
  - Measured as a performance indicator
  - Other (provide details below)
  - I am not aware of such activities

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Do you feel that the current population health promotion activities within your program/department are:
  - Adequate
  - Valued by staff and patients
  - Supported within the organization

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Are there other population health promotion activities that could be incorporated in your program/department? (see tool for soliciting feedback from front line staff)

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- What would be needed to incorporate a stronger population health promotion perspective in your program/department?
  - Dedicated time
  - Human resources
  - Implementation ideas and tools
  - Professional development and training
  - Performance indicators

**Comment:** \_\_\_\_\_  
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