



HEALTH  
PROMOTION

what  
is it ?

## Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion?

LA Saboga-Nunes<sup>1</sup>, A Costa<sup>2</sup>, F de Padua<sup>3</sup>, G von Amann<sup>4</sup>, MJ Figueiras<sup>5</sup>, GS Carvalho<sup>6</sup>, R Martins<sup>7</sup>, T Caldas-Almeida<sup>2</sup>, C Stock<sup>8</sup>, A Milczarski<sup>8</sup>, N Assis<sup>3</sup>, M Ferreira<sup>9</sup>, B Santos<sup>10</sup>, M Cabral<sup>11</sup>, M Pinho<sup>12</sup>, L Costa<sup>2</sup>

### Affiliation(s)

1 Rede Lusófona para a Promoção da Literacia para a Saúde, Centro de Investigação em Saúde Pública, Escola Nacional de Saúde Pública, Universidade NOVA de Lisboa, Lisboa, Portugal, 2 Departamento de Promoção da Saúde e Prevenção de Doenças Não Transmissíveis, Instituto Nacional de Saúde Dr. Ricardo Jorge, Lisboa, Portugal, 3 Fundação Professor Fernando Pádua, Lisboa, Portugal, 4 Direção Geral de Saúde, Lisboa, Portugal, 5 Associação Portuguesa das Ciências da saúde e do Comportamento, Instituto Piaget, Lisboa, Portugal, 6 CIEC - Centro de Investigação em Estudos da Criança, Instituto de Educação Universidade do Minho, Braga, Portugal, 7 Universidade Federal Triângulo Mineiro, FTM, Uberaba, Brasil, 8 University of Southern Denmark, Esbjerg, Denmark, 9 Rede Portuguesa de Municípios Saudáveis, Seixal Portugal, 10 Associação para a Defesa do Consumidor (DECO), Lisboa, Portugal, 11 Associação Europeia para a Literacia e Promoção da Saúde, Lisboa, Portugal, 12 Unidade de Saúde Pública António Luz, ACES Amadora, ARS LVT, Lisboa, Portugal

**Luis Saboga Nunes**

[saboga@prosalus.com](mailto:saboga@prosalus.com)

Presidente da Secção de Promoção da Saúde da EUPHA

Rede Lusófona para a Promoção da Literacia para a Saúde - [www.literacia-saude.info](http://www.literacia-saude.info)

Grupo de Disciplinas de Estratégias de Acção em Saúde / Secção de Saúde Pública e Comunidade  
Escola Nacional de Saúde Pública – Universidade NOVA de Lisboa

Avenida Padre Cruz, 1600-560 Lisboa

Tel. 21 75 12 153 telm 91 47 47 066 Email [saboga@prosalus.com](mailto:saboga@prosalus.com)



HEALTH  
PROMOTION

what  
is it ?

## Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion?

Saboga-Nunes L, Costa A, Padua F, von Amann G, Figueiras M, Carvalho G, Martins R, Caldas-Almeida T, Stock C, Milczarski A, Assis N, Ferreira M, Santos B, Cabral B, Pinho M, Costa L. Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion? [abstract/oral communication]. **European Journal of Public Health**. 26 : suppl 1 (2016):150. European Public Health Conference, 9, Viena, 9-12 November 2016. ISSN 1464-360X

Stock C, Milczarski A, Saboga-Nunes L. Is the Ottawa Charter still relevant? A survey among health promotion practitioners and researchers. [abstract/oral communication]. **European Journal of Public Health**. 26 : suppl 1 (2016): 149-150. European Public Health Conference, 9, Viena, 9-12 November 2016. ISSN 1464-360X

Saboga-Nunes L, Costa A, Padua F, von Amann G, Figueiras M, Carvalho G, Martins R, Caldas-Almeida T, Stock C, Milczarski A, Assis N, Ferreira M, Santos B, Cabral B, Pinho M, Costa L. Health care professionals' perspectives about health promotion strengths, weaknesses, opportunities and threats [abstract/oral communication]. **Atención Primaria**. 2016;48(Espec Cong 1):11. World Congress of Health Research, 3, Viseu, Portugal, 29-30 September 2016

9<sup>th</sup>

EPH  
EUROPEAN  
PUBLIC  
HEALTH  
CONFERENCE

Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion?

All for Health,  
Health for All

Vienna, Austria

9 - 12 November 2016



**Pre-Conference** - Saboga-Nunes L, Stock C

Operationalizing health promotion on the life course through the health literacy approach: where we stand 30 years after Ottawa? The tool kit of the salutogenic blueprint in the operationalization and measurement of health literacy in childhood and adolescence.

In: European Public Health Conference - EPH Conference 2016: 'All for Health – Health for All', Viena, Austria, 10 November 2016 Thursday 8.30pm to 12pm

**Workshop** - Saboga-Nunes L, Okan O

Meeting in Vienna 30 years after Ottawa: where do we plan to go from here?

In: European Public Health Conference - EPH Conference 2016: 'All for Health – Health for All', Viena, Austria, 11 November 2016 Friday 11.10pm to 12.40pm (Code: 5D)

1. Is the Ottawa Charter still relevant? A survey among health promotion practitioners and researchers - Stock C, Milczarski A, Saboga-Nunes L
2. Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion? Saboga-Nunes L, Costa A, Padua F, von Amann G, Figueiras M, Carvalho G, Martins R, Caldas-Almeida T, Stock C, Milczarski A, Assis N, Ferreira M, Santos B, Cabral B, Pinho M, Costa L
3. The impact of preventable mortality on life expectancy at birth in Portugal: changes in the last 25 years and need for health promotion complementary insight - Santana P, Costa C, Almendra A, Freitas A
4. From Ottawa to Nairobi: adolescent's wellbeing and the health promotion trigger of health literacy - Pádua F, Assis N, Saboga-Nunes L
5. Health literacy under the health promotion framework: a German study case - Okan O, Pinheiro P, Bauer U

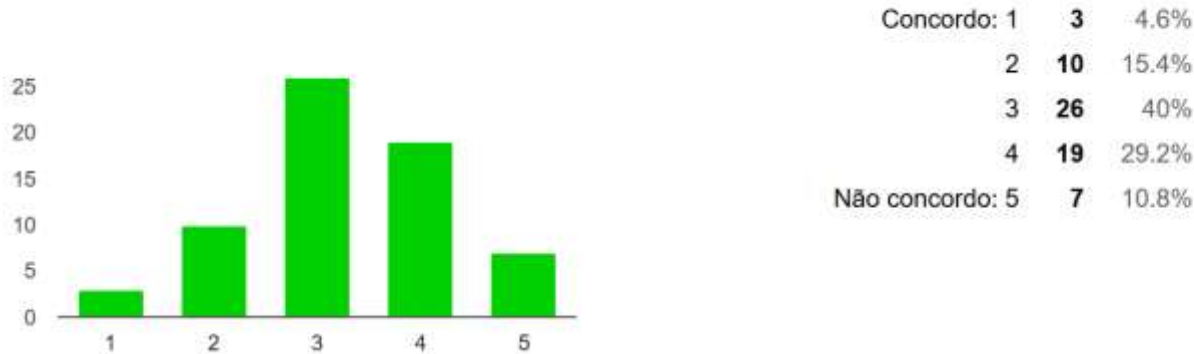
# Objetives

- To explore the opinions of health promotion researchers and practitioners on the current relevance of health promotion principles
- To study how the Ottawa Charter and Health Promotion concepts and practices have been applied
- To answer the questions:
  - **Is the Charter known and still relevant in today's context?**
  - **Where does Health Promotion stand?**

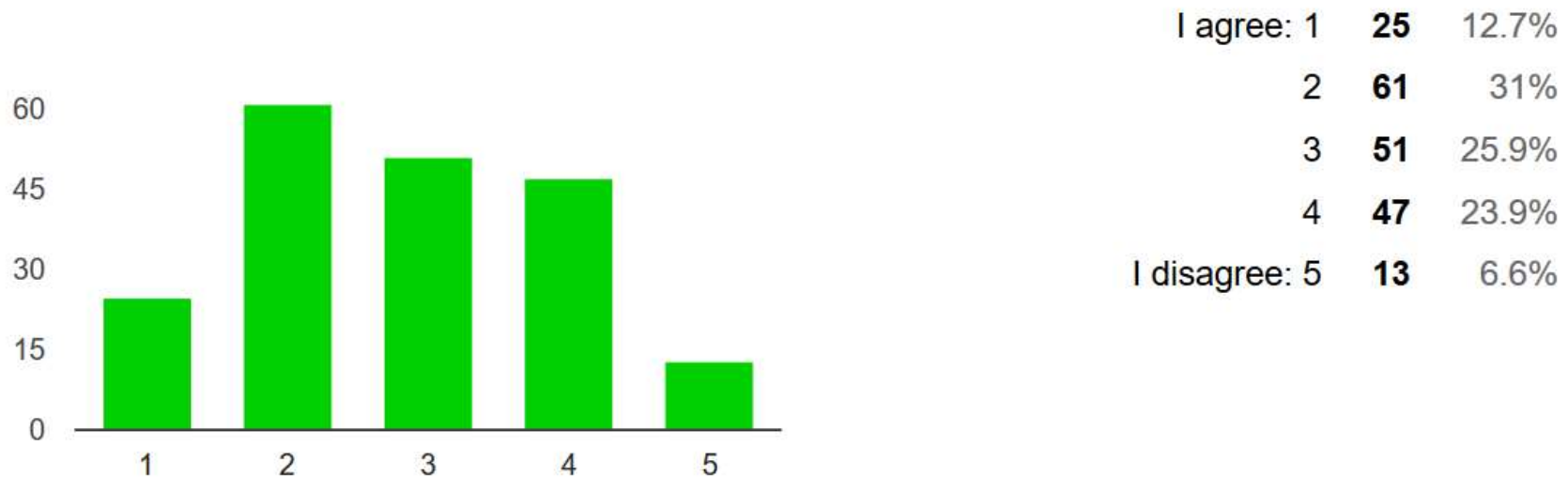
## Study design

- Invitation to survey participation sent to members of the EUPHA health promotion section (n=2400)
- A total of 193 members (67% females) from 43 countries 90% from European countries) responded
- Demographic and professional data
- Relevance, strengths and weaknesses of health promotion.
- Use of the five action areas of the Ottawa Charter in their country
- Open questions explored the reasons for various ratings
  
- Invitation to survey participation sent to stakeholders of the NHS PT
- A total of 69 answers (78% females), age mean 30 years (22-88)

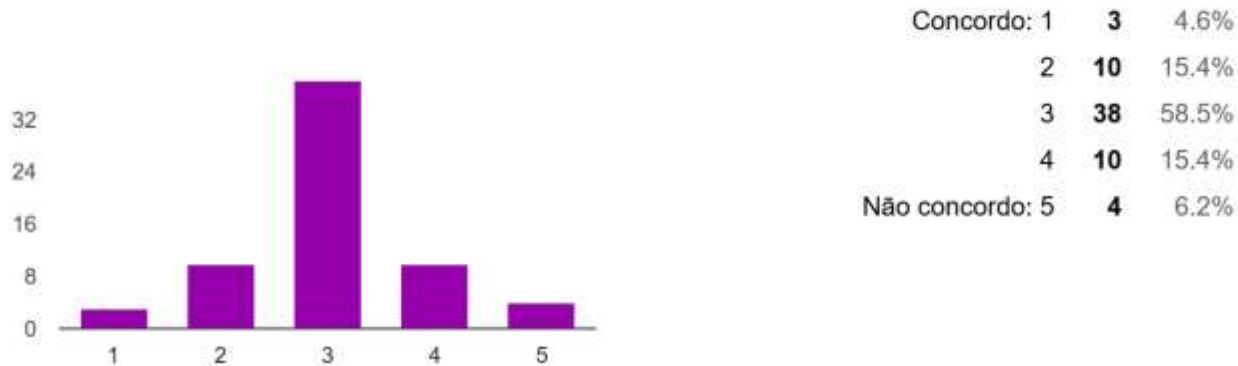
**1b. Na sua opinião, o campo da promoção da saúde está bem estabelecido em Portugal, 30 anos após a Carta de Ottawa?**



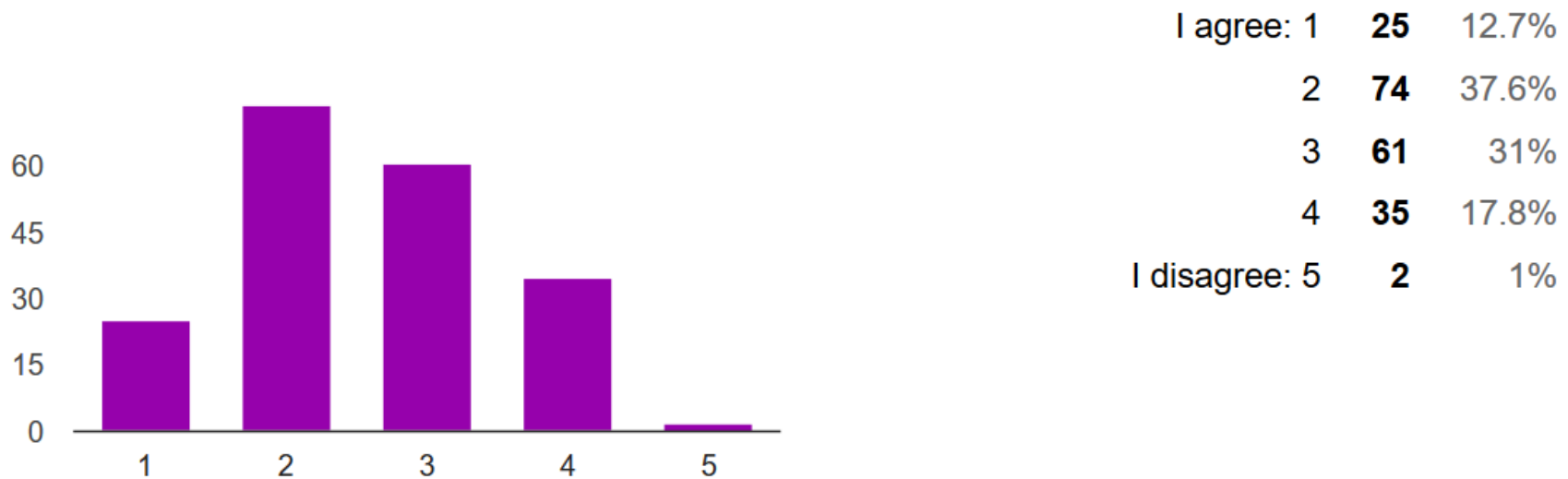
2. Since the development of the Ottawa Charter in 1986, the field of health promotion is well established in my country.



## 2. Na sua opinião, o campo da promoção da saúde está bem estabelecido na Europa, 30 anos após a Carta de Ottawa?

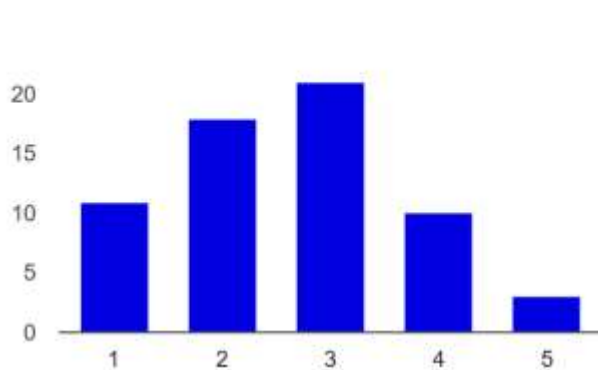


Concordo:	1	<b>3</b>	4.6%
	2	<b>10</b>	15.4%
	3	<b>38</b>	58.5%
	4	<b>10</b>	15.4%
Não concordo:	5	<b>4</b>	6.2%

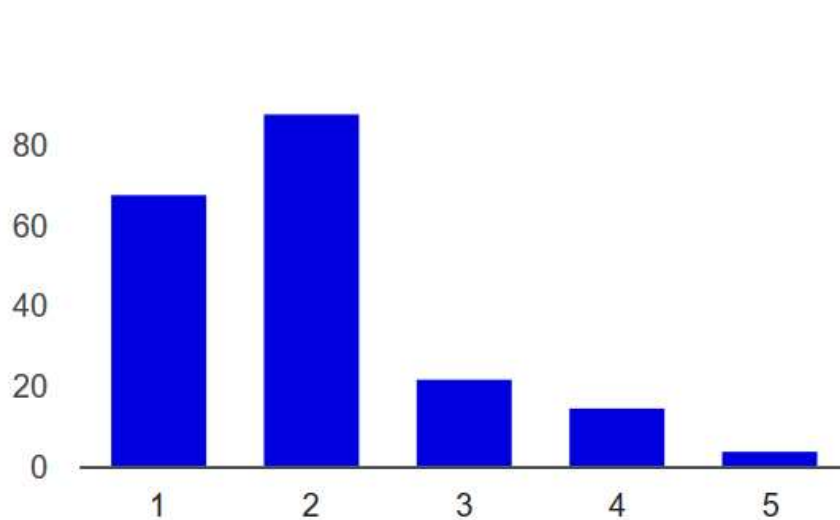


I agree:	1	<b>25</b>	12.7%
	2	<b>74</b>	37.6%
	3	<b>61</b>	31%
	4	<b>35</b>	17.8%
I disagree:	5	<b>2</b>	1%

### 3. Na sua opinião, o conhecimento geral sobre o tópico promoção da saúde tem aumentado desde a Carta de Ottawa?

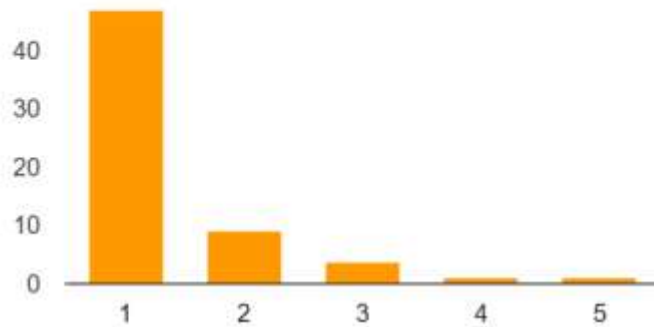


Concordo: 1	<b>11</b>	17.5%
2	<b>18</b>	28.6%
3	<b>21</b>	33.3%
4	<b>10</b>	15.9%
Não concordo: 5	<b>3</b>	4.8%

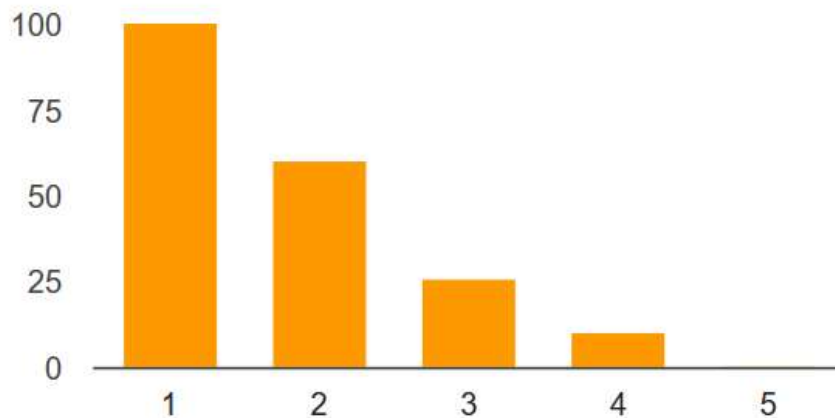


I agree: 1	<b>68</b>	34.5%
2	<b>88</b>	44.7%
3	<b>22</b>	11.2%
4	<b>15</b>	7.6%
I disagree: 5	<b>4</b>	2%

## 4. Na sua opinião, o tópico promoção da saúde merece um maior debate 30 anos após a Carta de Ottawa?



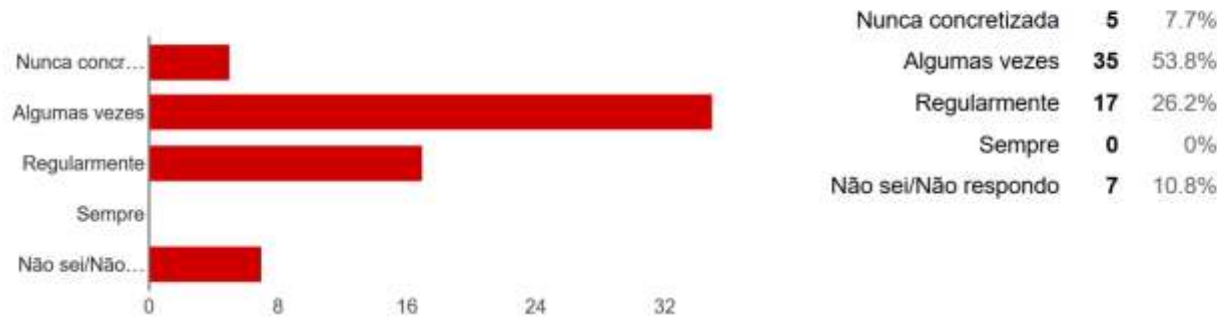
Concordo: 1	<b>47</b>	75.8%
2	<b>9</b>	14.5%
3	<b>4</b>	6.5%
4	<b>1</b>	1.6%
Não concordo: 5	<b>1</b>	1.6%



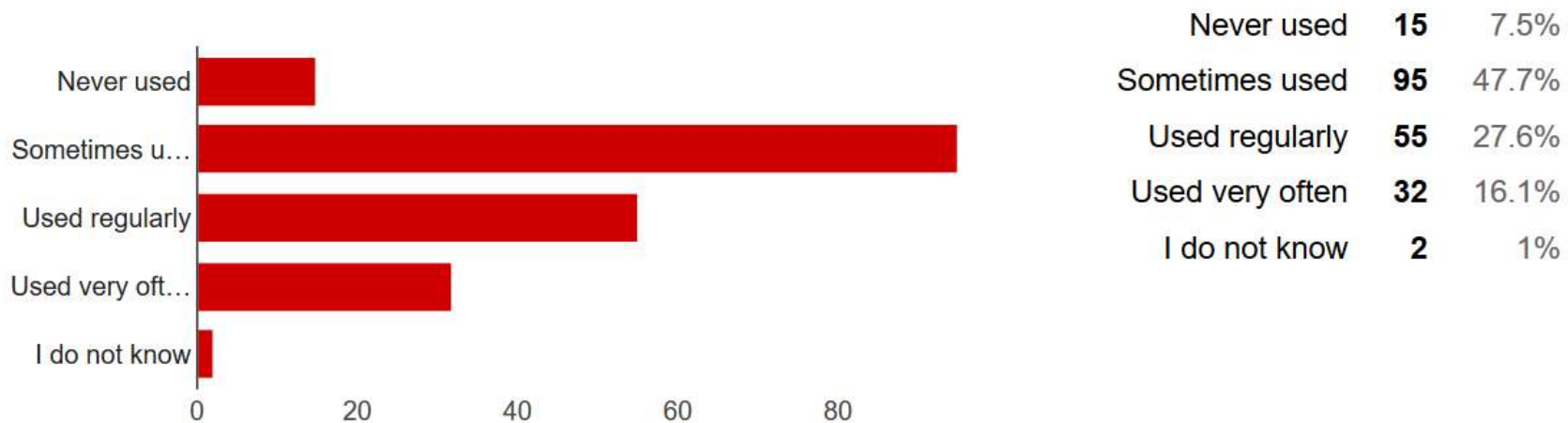
I agree: 1	<b>101</b>	50.8%
2	<b>61</b>	30.7%
3	<b>26</b>	13.1%
4	<b>11</b>	5.5%
I disagree: 5	<b>0</b>	0%



## Desenvolvimento de políticas públicas [5. Na sua perspetiva, as estratégias de promoção da saúde, descritas a seguir são amplamente concretizadas na prática de promoção da saúde em Portugal?]

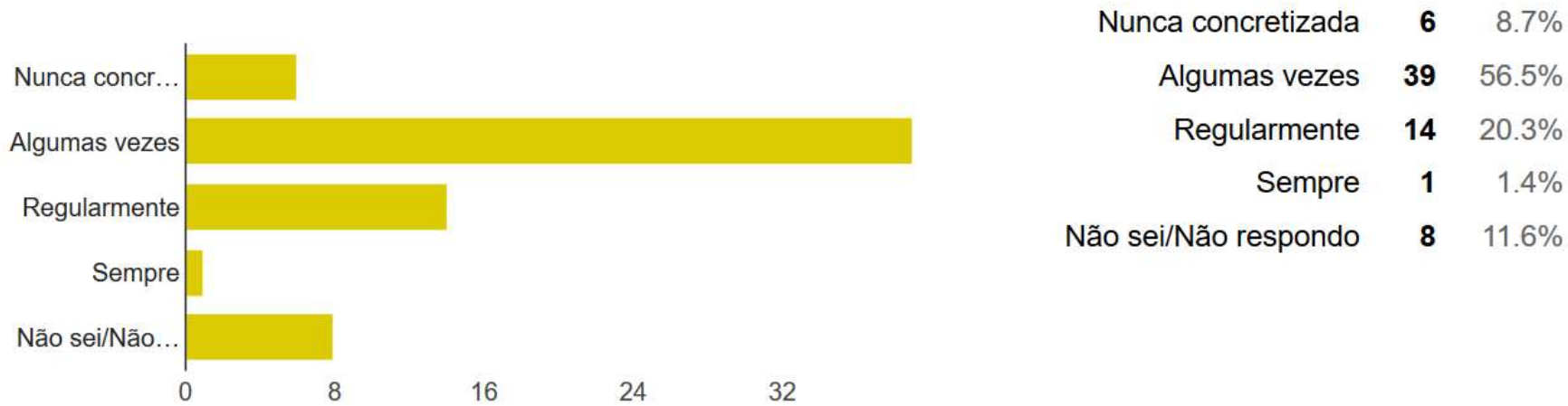


## Developing healthy public policy/Health in All Policies

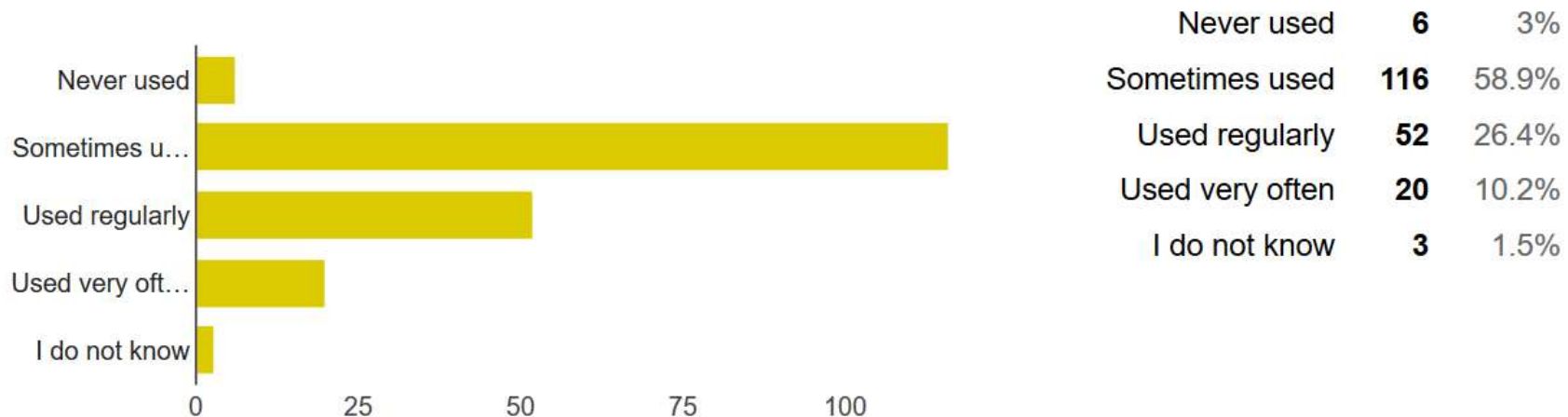


[5. Na sua perspetiva, as estratégias de promoção da saúde, descritas a seguir são amplamente concretizadas na prática de promoção da saúde em Portugal?]

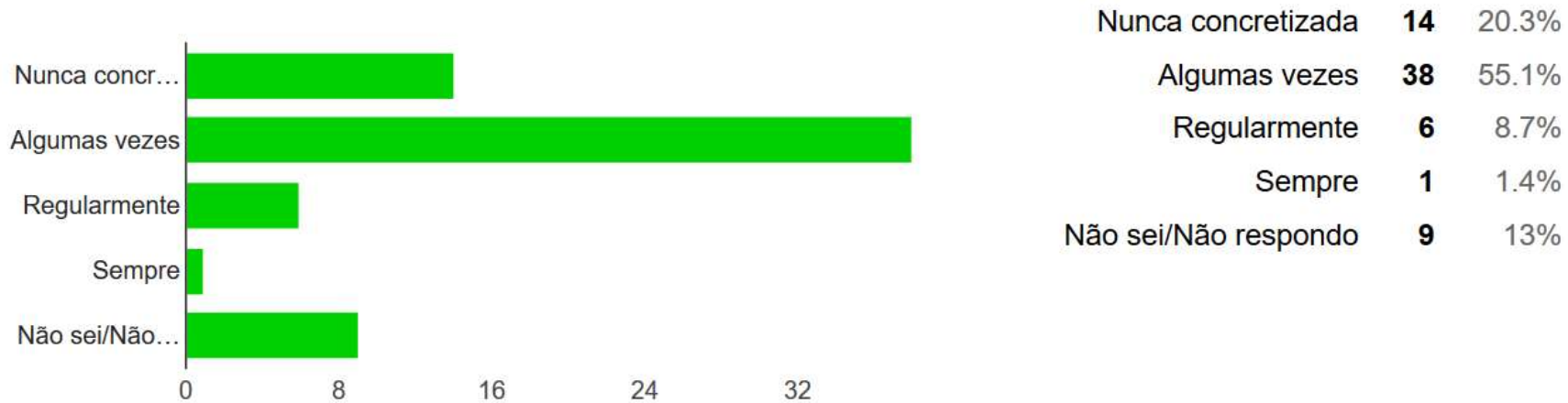
### Criação de ambientes de apoio



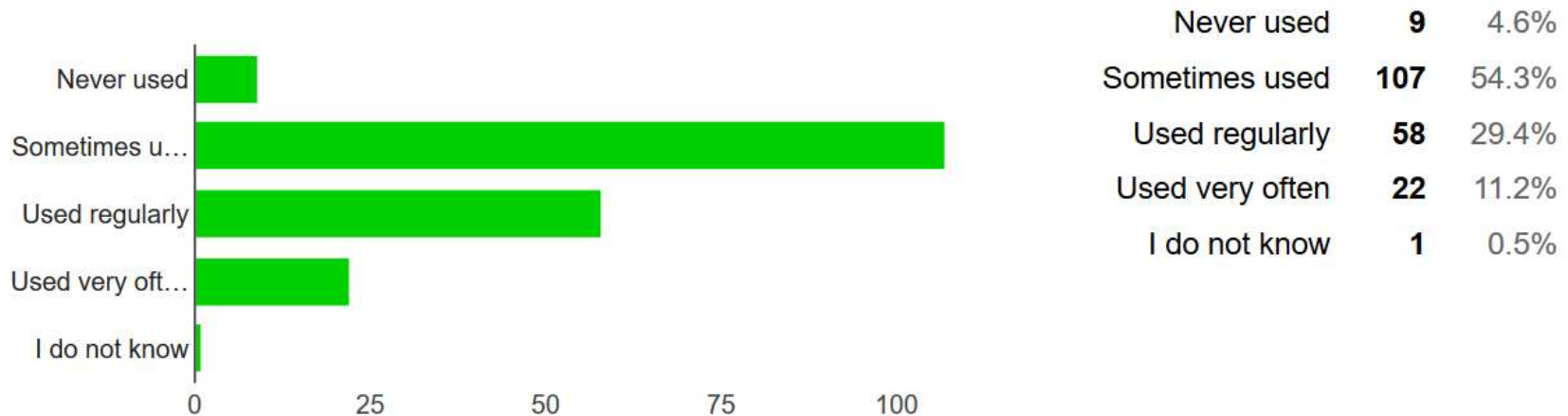
### Creating supportive environments



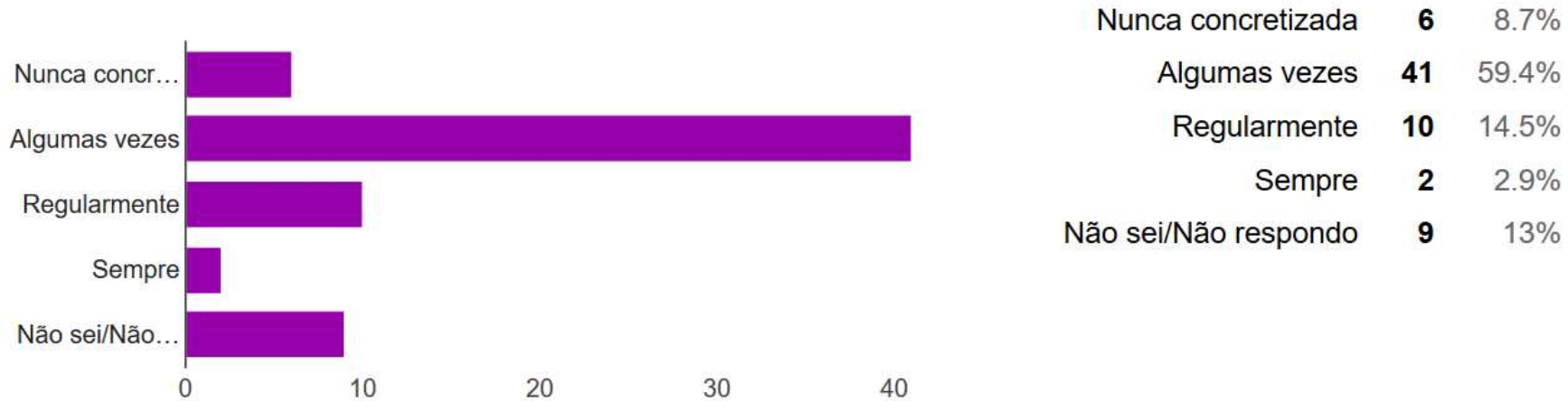
### Fortalecimento da participação comunitária



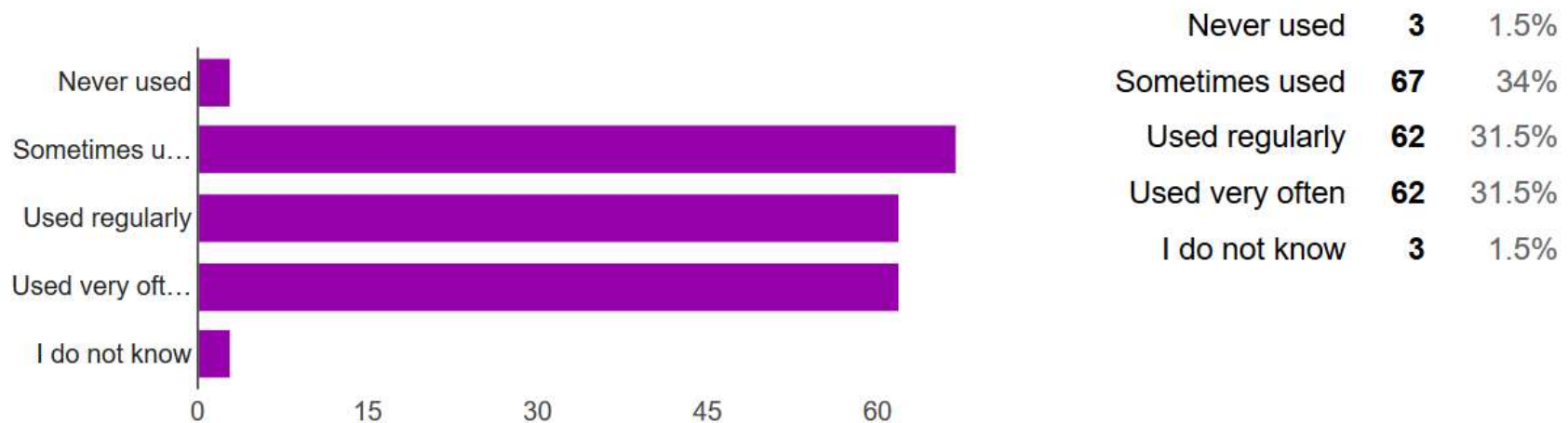
### Strengthening community action



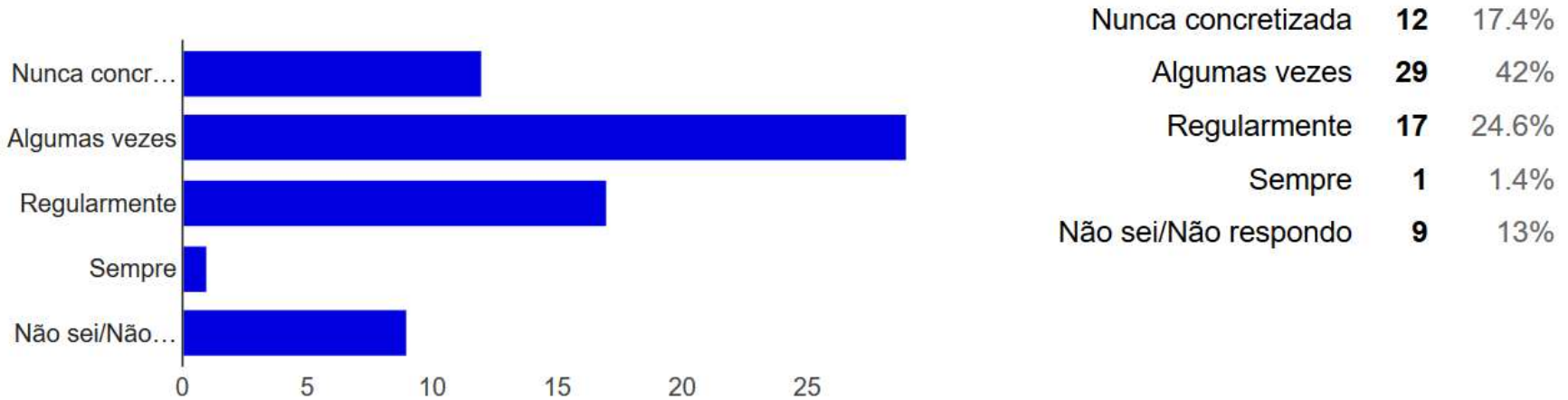
## Desenvolvimento de competências pessoais e sociais/ construção de parcerias



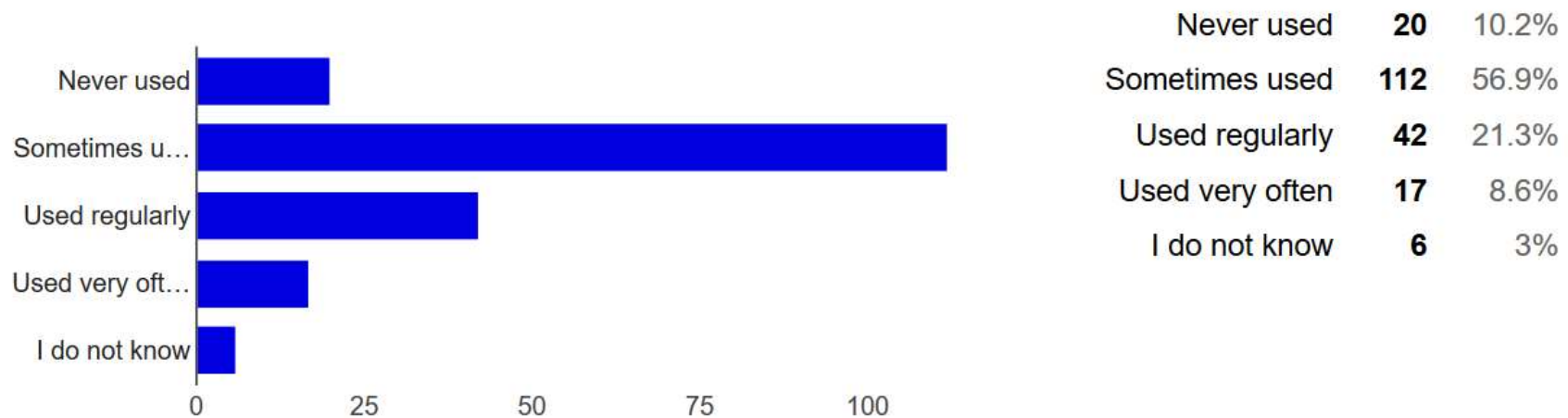
## Developing personal skills and knowledge



### Reorientação dos serviços de saúde



### Re-orientation of health services



Global Region	Healthy public policy		Supportive environments		Strengthening community action		Developing personal skills		Re-orientation of health services	
	N	%	N	%	N	%	N	%	N	%
<b>Southern European</b> N= 54	24	<b>44.4</b>	15	<b>28.3</b>	17	<b>31.5</b>	27	<b>50.0</b>	14	<b>25.9</b>
<b>Western European</b> N= 47	17	<b>36.2</b>	18	<b>38.3</b>	20	<b>42.6</b>	35	<b>74.5</b>	16	<b>34.0</b>
<b>Northern European</b> N=45	24	<b>53.3</b>	22	<b>48.9</b>	24	<b>53.3</b>	32	<b>71.1</b>	16	<b>35.6</b>
<b>Eastern European</b> N= 19	8	<b>42.1</b>	2	<b>10.5</b>	2	<b>10.5</b>	10	<b>52.6</b>	4	<b>21.1</b>
<b>Other</b> N=17	9	<b>50.0</b>	10	<b>58.8</b>	11	<b>64.7</b>	11	<b>64.7</b>	6	<b>35.3</b>
<b>Total</b> N=182	82	<b>44.8</b>	67	<b>37.0</b>	74	<b>40.7</b>	115	<b>63.2</b>	56	<b>30.3</b>
<b>Chi square test P Value</b>	0.559		0.008		0.003		0.068		0.677	



Frequency of perceived use of Ottawa Charter action areas by Global Region

Global Region	Healthy public policy		Supportive environments		Strengthening community action		Developing personal skills		Re-orientation of health services	
	N	%	N	%	N	%	N	%	N	%
<b>Southern European</b> N= 54	24	<b>44.4</b>	15	<b>28.3</b>	17	<b>31.5</b>	27	<b>50.0</b>	14	<b>25.9</b>
<b>Western European</b> N= 47	17	<b>36.2</b>	18	<b>38.3</b>	20	<b>42.6</b>	35	<b>74.5</b>	16	<b>34.0</b>
<b>Northern European</b> N=45	24	<b>53.3</b>	22	<b>48.9</b>	24	<b>53.3</b>	32	<b>71.1</b>	16	<b>35.6</b>
<b>Eastern European</b> N= 19	8	<b>42.1</b>	2	<b>10.5</b>	2	<b>10.5</b>	10	<b>52.6</b>	4	<b>21.1</b>
<b>Other</b> N=17	9	<b>50.0</b>	10	<b>58.8</b>	11	<b>64.7</b>	11	<b>64.7</b>	6	<b>35.3</b>
<b>Total</b> N=182	82	<b>44.8</b>	67	<b>37.0</b>	74	<b>40.7</b>	115	<b>63.2</b>	56	<b>30.3</b>
<b>Chi square test P Value</b>	0.559		0.008		0.003		0.068		0.677	



Frequency of perceived use of Ottawa Charter action areas by Global Region

Global Region	Healthy public policy		Supportive environments		Strengthening community action		Developing personal skills		Re-orientation of health services	
	N	%	N	%	N	%	N	%	N	%
<b>Southern European</b> N= 54	24	<b>44.4</b>	15	<b>28.3</b>	17	<b>31.5</b>	27	<b>50.0</b>	14	<b>25.9</b>
<b>Western European</b> N= 47	17	<b>36.2</b>	18	<b>38.3</b>	20	<b>42.6</b>	35	<b>74.5</b>	16	<b>34.0</b>
<b>Northern European</b> N=45	24	<b>53.3</b>	22	<b>48.9</b>	24	<b>53.3</b>	32	<b>71.1</b>	16	<b>35.6</b>
<b>Eastern European</b> N= 19	8	<b>42.1</b>	2	<b>10.5</b>	2	<b>10.5</b>	10	<b>52.6</b>	4	<b>21.1</b>
<b>Other</b> N=17	9	<b>50.0</b>	10	<b>58.8</b>	11	<b>64.7</b>	11	<b>64.7</b>	6	<b>35.3</b>
<b>Total</b> N=182	82	<b>44.8</b>	67	<b>37.0</b>	74	<b>40.7</b>	115	<b>63.2</b>	56	<b>30.3</b>
<b>Chi square test P Value</b>	0.559		0.008		0.003		0.068		0.677	



Frequency of perceived use of Ottawa Charter action areas by Global Region

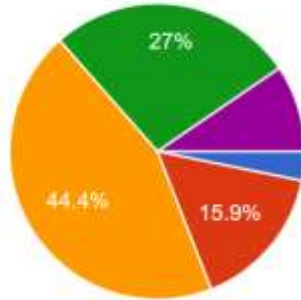


Global Region	Healthy public policy		Supportive environments		Strengthening community action		Developing personal skills		Re-orientation of health services	
	N	%	N	%	N	%	N	%	N	%
<b>Southern European</b> N= 54	24	<b>44.4</b>	15	<b>28.3</b>	17	<b>31.5</b>	27	<b>50.0</b>	14	<b>25.9</b>
<b>Western European</b> N= 47	17	<b>36.2</b>	18	<b>38.3</b>	20	<b>42.6</b>	35	<b>74.5</b>	16	<b>34.0</b>
<b>Northern European</b> N=45	24	<b>53.3</b>	22	<b>48.9</b>	24	<b>53.3</b>	32	<b>71.1</b>	16	<b>35.6</b>
<b>Eastern European</b> N= 19	8	<b>42.1</b>	2	<b>10.5</b>	2	<b>10.5</b>	10	<b>52.6</b>	4	<b>21.1</b>
<b>Other</b> N=17	9	<b>50.0</b>	10	<b>58.8</b>	11	<b>64.7</b>	11	<b>64.7</b>	6	<b>35.3</b>
<b>Total</b> N=182	82	<b>44.8</b>	67	<b>37.0</b>	74	<b>40.7</b>	115	<b>63.2</b>	56	<b>30.3</b>
<b>Chi square test P Value</b>	0.559		0.008		0.003		0.068		0.677	



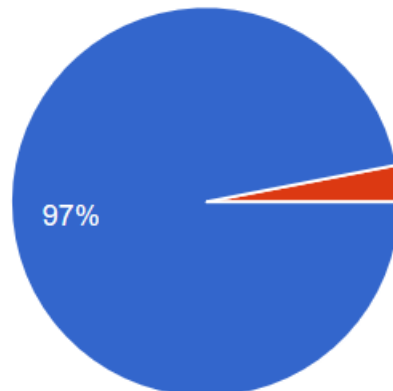
Frequency of perceived use of Ottawa Charter action areas by Global Region

## 6. Actualmente, como avalia a capacidade da promoção da saúde em estimular o interesse e a participação?



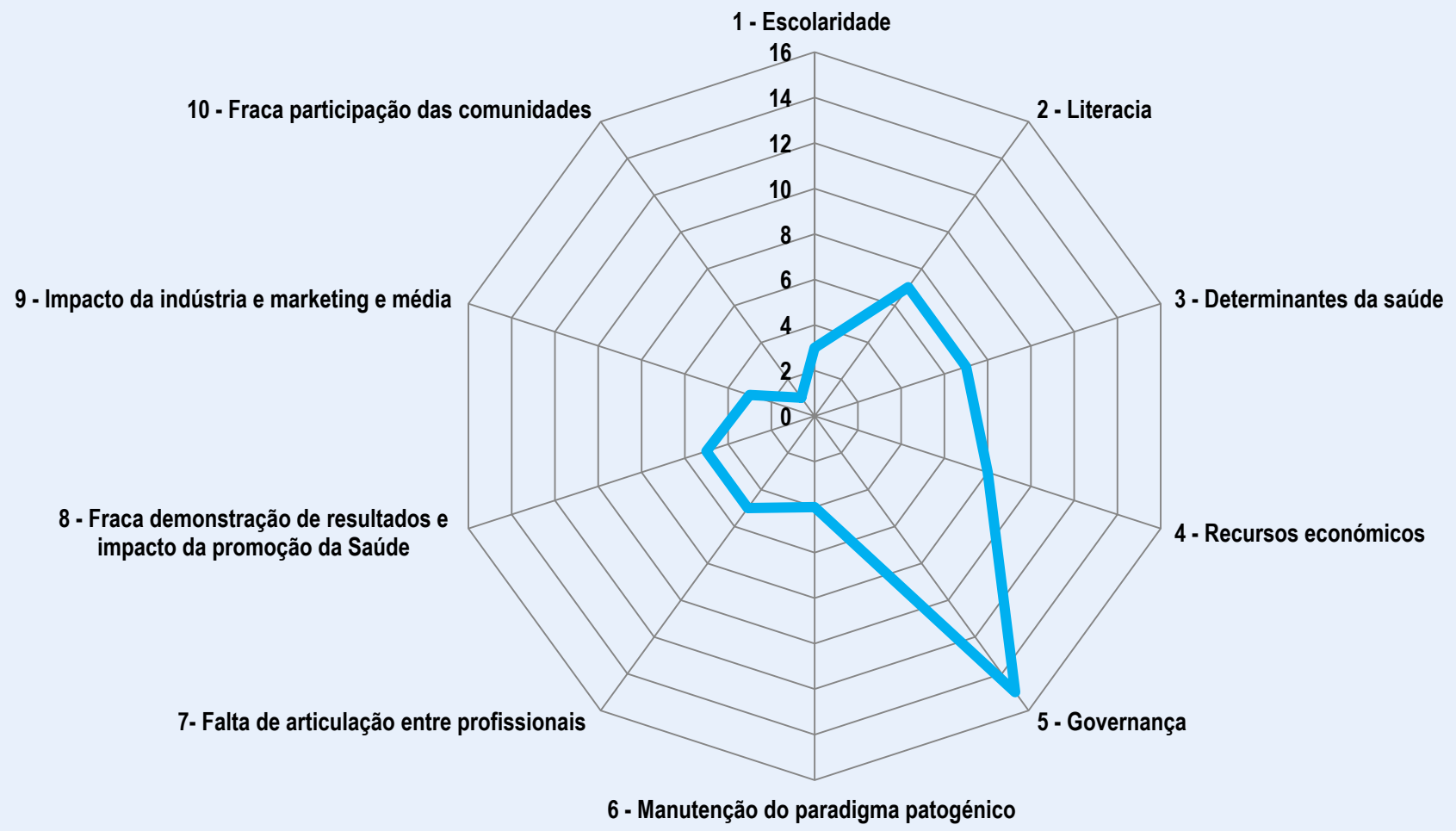
Muitíssimo forte	<b>2</b>	3.1%
Forte	<b>10</b>	15.6%
Com alguma capacidade	<b>28</b>	43.8%
Relativamente fraca	<b>17</b>	26.6%
Bastante fraca	<b>6</b>	9.4%

## 6b. Se pudesse dedicaria mais do seu tempo profissional à promoção da saúde?



Sim	<b>64</b>	97%
Não	<b>2</b>	3%

ameaças à Promoção da Saúde e sua prática:



**HLS • EU • PT**

**[www.literacia-saude.info](http://www.literacia-saude.info)**

**Rede Lusófona para a Promoção da Literacia para a Saúde  
(ProLiSa)**



**LITERACIA** para a **SAÚDE** PORTUGAL  
ProLiSa. Rede Lusófona para a PROMoção da Literacia para SAúde

**[www.literacia-saude.info](http://www.literacia-saude.info)**



HEALTH  
PROMOTION

what  
is it ?

## Meeting in Vienna 30 years after Ottawa: QuoVadis health promotion?

LA Saboga-Nunes<sup>1</sup>, A Costa<sup>2</sup>, F de Padua<sup>3</sup>, G von Amann<sup>4</sup>, MJ Figueiras<sup>5</sup>, GS Carvalho<sup>6</sup>, R Martins<sup>7</sup>, T Caldas-Almeida<sup>2</sup>, C Stock<sup>8</sup>, A Milczarski<sup>8</sup>, N Assis<sup>3</sup>, M Ferreira<sup>9</sup>, B Santos<sup>10</sup>, M Cabral<sup>11</sup>, M Pinho<sup>12</sup>, L Costa<sup>2</sup>

### Affiliation(s)

1 Rede Lusófona para a Promoção da Literacia para a Saúde, Centro de Investigação em Saúde Pública, Escola Nacional de Saúde Pública, Universidade NOVA de Lisboa, Lisboa, Portugal, 2 Departamento de Promoção da Saúde e Prevenção de Doenças Não Transmissíveis, Instituto Nacional de Saúde Dr. Ricardo Jorge, Lisboa, Portugal, 3 Fundação Professor Fernando Pádua, Lisboa, Portugal, 4 Direção Geral de Saúde, Lisboa, Portugal, 5 Associação Portuguesa das Ciências da saúde e do Comportamento, Instituto Piaget, Lisboa, Portugal, 6 CIEC - Centro de Investigação em Estudos da Criança, Instituto de Educação Universidade do Minho, Braga, Portugal, 7 Universidade Federal Triângulo Mineiro, FTM, Uberaba, Brasil, 8 University of Southern Denmark, Esbjerg, Denmark, 9 Rede Portuguesa de Municípios Saudáveis, Seixal Portugal, 10 Associação para a Defesa do Consumidor (DECO), Lisboa, Portugal, 11 Associação Europeia para a Literacia e Promoção da Saúde, Lisboa, Portugal, 12 Unidade de Saúde Pública António Luz, ACES Amadora, ARS LVT, Lisboa, Portugal

**Luis Saboga Nunes**

[saboga@prosalus.com](mailto:saboga@prosalus.com)

Presidente da Secção de Promoção da Saúde da EUPHA

Rede Lusófona para a Promoção da Literacia para a Saúde - [www.literacia-saude.info](http://www.literacia-saude.info)

Grupo de Disciplinas de Estratégias de Acção em Saúde / Secção de Saúde Pública e Comunidade

Escola Nacional de Saúde Pública – Universidade NOVA de Lisboa

Avenida Padre Cruz, 1600-560 Lisboa

Tel. 21 75 12 153 telm 91 47 47 066 Email [saboga@prosalus.com](mailto:saboga@prosalus.com)