

WHO Definition of Health Promotion

The World Health Organization defines health promotion as “the process of enabling people to increase control over, and to improve their health. To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health Promotion is not just the responsibility of health sector, but goes beyond healthy lifestyles to well-being”.

Community Based Health & First Aid In Action (CBHFA)

CBHFA In Action was originally designed by the International Federation of the Red Cross and Red Crescent Societies to be facilitated globally in communities in a simple and flexible way through the National Red Cross and Red Crescent Society of each of the 189 countries where the Movement is present.

The CBHFA approach empowers volunteers and communities to take charge of their own health. By using simple tools, adapted to respective local context, communities are mobilized to address and prioritize their health needs CBHFA encourages health promotion in action since people have increased control of their health and their community's health.

How CBHFA works in Irish Prisons

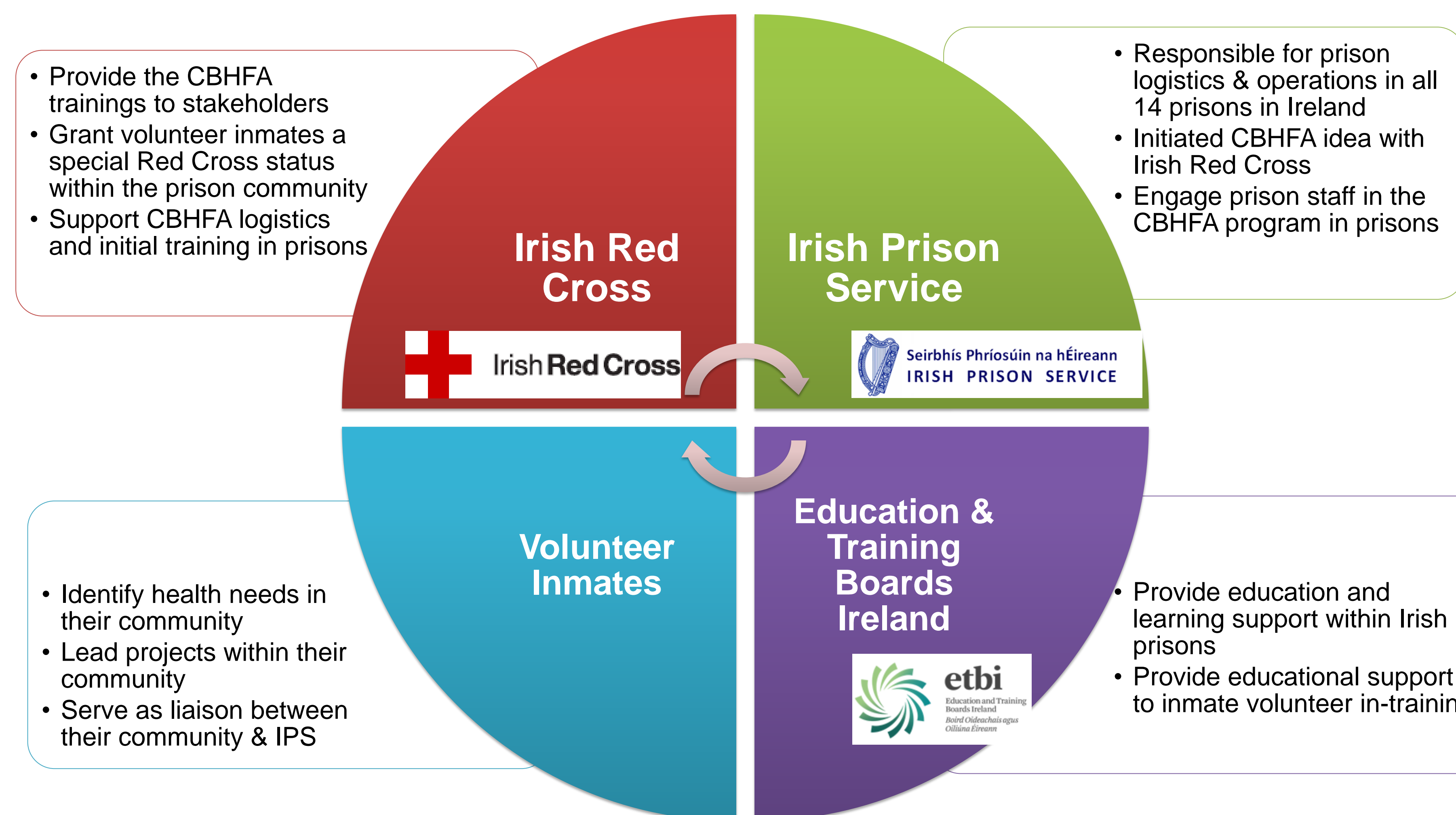
Every prison in Ireland has a healthcare department responsible for health services for the inmates. Majority of the services rendered were reactive. There was no connection or interim point between the prison community and healthcare.

The Irish Prison Service saw the CBHFA as a model that would address this need, by serving as the interim point and providing preventative health initiatives (health promotion) through inmate volunteers who trained and served as peer to peer health educators in their community.

The Irish Prison Service, Irish Red Cross and the Education & Training Board collaborated to establish logistical set up of the CBHFA program within the prison community.

The program was established in 2009 and has been rolled out in all Irish Prisons to date.

Key Stakeholders



Program Accolades and Future

- ◆ In the past 6 years, the program success has depended heavily on dedicated volunteers; and cost is kept at a minimum.
- ◆ The program has received local awards and global recognition and has generated interests from other countries for implementation e.g. Northern Ireland, United Kingdom, Honduras, Canada etc.
- ◆ The program is currently working to extend into post-prison communities by keeping the inmates engaged in their local communities as special status volunteers upon their release.

Key Practicum Learning

- ◆ CBHFA was not “intended” to be used in developed countries, however creativity and contextual adjustments ensured successful program execution in the Irish Prisons. This demonstrates the importance of creativity in public health initiatives.
- ◆ Self Sustainability is a key part of ensuring the long-term success of public health projects.
- ◆ Identifying & engaging stakeholders with influence & power to serve as champions plays a major role in program uptake and long-term success.
- ◆ The effectiveness of peer-to-peer education.

References

International Federation of Red Cross and Red Crescent Societies website: www.ifrc.org

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Health Promotion in Action - Projects completed

