

Website content for

Cross & Woodall: *Green & Tones’ Health Promotion: Planning & Strategies*, 5e

# SAGE Journal Articles per chapter:

## Chapter 1: Health and health promotion

Reducing health inequalities and improving health equity is, as Bambra et al. (2021) argue, the ‘holy grail’ of public health (and health promotion). This paper presents and analyses historical examples of when significant population-level reductions in health inequalities have been achieved:

Bambra, C. (2021). Levelling up: Global examples of reducing health inequalities. *Scandinavian Journal of Public Health, 50*(7), 908–913. [https//doi.org/10.1777/14034948211022428](https/doi.org/10.1777/14034948211022428)

This paper provides an example of the application of the social network analysis method to assess community participation, thereby strengthening the planning and implementation of health promotion programming:

Hindhede, A.L. and Aagaard-Hansen, J. (2017). Using social network analysis as a method to assess and strengthen participation in health promotion programs in vulnerable areas. *Health Promotion Practice, 18*(2), 175–183. <https://doi.org/10/1177/1524839916686029>

Social and cultural contexts influence concepts of health and of health promotion. This qualitative study explores the socio-cultural health concepts of women in rural Nepal. The findings have the potential to influence policy and practice in this context:

Yang, Y., Bekemeier, B. and Choi, J. (2018). A cultural and contextual analysis of health concepts and needs of women in a rural district of Nepal. *Global Health Promotion, 25*(1), 15–22.

## Chapter 2: Assessing health and its determinants

This paper evaluates the use of religiosity and spirituality during the COVID-19 pandemic in Brazil and investigates the association between religiosity and spirituality and the mental health consequences of social isolation:

Lucchetti et al. (2020). Spirituality, religiosity and the mental health consequences of social isolation during Covid-19 pandemic. *The International Journal of Social Psychiatry,* *67*(6), 672–379. <https://doi.org/10.1177/0020764020970996>

Using 40 years of data this paper examines economic hardship, social mobility and health outcomes and how these are related to each other over the life course:

Wilson, A.E. and Shuey, K.M. (2016). Life course pathways of economic hardship and mobility and midlife trajectories of health. *Journal of Health and Social Behaviour, 57*(3), 407–422.

This paper examines the association between self-related health and social capital, at individual and neighbourhood levels and discusses potential health promotion strategies for the local context:

Miyamoto, K., Iwakuma, M. and Nakayama, T. (2017). Social capital and health: Implications for health promotion by lay citizens in Japan. *Global Health Promotion, 22*(4), 5–19.

## Chapter 3: The determinants of health actions

Empowerment is a core principle of health promotion; however, there is a lack of standardization about how empowerment is evaluated within health promotion interventions. This systematic review looks at a range of empowerment-based health promotion interventions to deduce recommendations that might help to conduct high-quality evaluations of empowerment:

Lindacher et al. (2017). Evaluation of empowerment in health promotion interventions: A systematic review. *Evaluation & the Health Professions*, *41*(3), 351–392. <https://doi.org/10.1177/0163278716688065>

This paper examines the potential changes that have taken place with respect to health behaviours in the light of the COVID-19 pandemic and the subsequent potential impact on mental health:

Arora, T. and Grey, I. (2020). Health behaviour changes during COVID-19 and the potential consequences: A mini-review. *Journal of Health Psychology, 25*(9), 1155–1163. <https://doi.org/10.1177/1359105320937053>

This paper explores the concept of mental health literacy within the broader construct of health literacy, noting that both are evolving constructs of relevance to health outcomes, including mental health:

Kutcher et al. (2016). Mental health literacy: Past, present, and future. *The Canadian Journal of Psychiatry, 61*(3), 154–168. <https://doi.org/10.1177/0706742715616609>

## Chapter 4: Health promotion planning—a strategic approach

Sharp, P. et al. (2018). Men’s perspectives of a gender-sensitized health promotion program targeting healthy eating, active living, and social connectedness. *American Journal of Men’s Health, 12*(6), 2157–2166.<https://doi.org/10.1177/1557988318799159>

Using a theoretical and literature review approach, this paper focuses on the socio-ecological and ethical implications of the Precede-Proceed model and concludes that the model has a number of potentials in promoting health:

Porter, C. (2015). Revisiting precede-proceed: A leading model for ecological and ethical health promotion. *Health Education Journal, 57*(6), 753–764.

This paper explores and identifies the factors within partnerships that influence trust and mistrust. The study found that power, leadership and efficiency were the most important factors influencing partnership mistrust. It concludes power sharing in partnerships is very important.

Jones, J. and Barry, M. (2018). Factors influencing trust and mistrust in health promotion partnerships. *Global Health Promotion, 25*(2), 16–24.<https://doi.org/10.1177/175797916656364>

## Chapter 5: Information needs

This paper highlights a rapid qualitative approach to understanding health needs during the COVID-19 pandemic:

Vindrola-Padros, C., Chisnall, G., Cooper, S., Dowrick, A., Djellouli, N., Symmons, S.M., Martin, S., Singleton, G., Vanderslott, S., Vera, N. and Johnson, G.A. (2020). Carrying out rapid qualitative research during a pandemic: Emerging lessons from COVID-19. *Qualitative Health Research,* *30*, 2192–2204.

This paper sets out a position that an asset-focussed health needs assessment is applicable and offers utility in low-resource, developing countries. This particular paper is based on a rural North Indian community:

Mathias, K.R., Mathias, J.M.P. and Hill, P.C. (2015). An asset-focused health needs assessment in a rural community in north India. *Asia Pacific Journal of Public Health*, *27*(2), 2623–2634.

Using novel approaches to access information from marginalized groups is an important strategy in health promotion. This paper exemplifies one approach:

Sun, C.J., Nall, J.L. and Rhodes, S.D. (2019) Perceptions of needs, assets, and priorities among black men who have sex with men with HIV: Community-driven actions and impacts of a participatory photovoice process. *American Journal of Men’s Health,* *13* (1), 1557988318804901. doi: 10.1177/1557988318804901.

## Chapter 6: Health public policy

This paper is built on the premise that public health professionals often lack experience in policy advocacy. The paper draws useful recommendations for career development of professionals and diversification of the workforce:

Garcia, L.B., Hernandez, K.E. and Mata, H. (2015). Professional development through policy advocacy: communicating and advocating for health and health equity. *Health Promotion Practice*, *16*(2), 162–165.

A modern perspective on the volatile, uncertain, complex, and ambiguous (VUCA) environments we currently live in is outlined in this contribution:

Worley, C.G. and Jules, C. (2020). COVID-19’s Uncomfortable Revelations About Agile and Sustainable Organizations in a VUCA World. *The Journal of Applied Behavioral Science,* *56*, 279–283.

The article is based on a review of relevant literature based on health impact assessment developments in Sweden. It outlines a series of barriers and facilitators that have impacted on the development of health impact assessment.

Knutsson, I. and Linell, A. (2010). Review article: Health impact assessment developments in Sweden. *Scandinavian Journal of Public Health*, *38*(2), 115–120.

## Chapter 7: Education for health

Peer education is often used for health education, particularly with youth and marginalised groups. This paper interrogates this much-used approach using a number of different pedagogical frameworks as an analytical lens to do so.

Southgate, E. and Aggleton, P. (2017). Peer education: From enduring problematics to pedagogical potential. *Health Education Journal, 76*(1), 3–14.

This paper examines the benefits of creating and performing ensemble-created plays for older adults’ and university students’ well-being. It also examines the key processes that promote well-being within the context of this intergenerational program:

Anderson, S. et al. (2017). Translating knowledge: Promoting health through intergenerational community arts programming. *Health Promotion Practice, 18*(1), 15–25. <https://doi.org/10.1177/1524839915625037>

Fear appeals (scare tactics) have long been utilized in health communication campaigns. This paper examines the reasons for not using fear appeals in communication about COVID-19 and offers an alternative approach to creating health communication messages during crises:

Stolow, J. et al. (2020). How fear appeal approaches in COVID-19 health communication may be harming the global community. *Health Education & Behavior, 47*(4), 531–535. <https://doi.org/10.1177/1090198120935073>

## Chapter 8: Mass communication

Drowning disproportionately affects certain socio-economic groups. This paper sought to determine if a social marketing intervention might positively influence perceptions about water safety. It provides feasible strategies to supplement swimming lessons with the ultimate goal of preventing drowning.

Glassman, T.J., Casto, T., Karmakar, M., Blavos, A., Dagenhard, P., Domigan, J., Sweeney, E., Diehr, A. and Kucharewski, R. (2018). A social marketing intervention to prevent drowning among inner-city youth. *Health Promotion Practice, 19*(2), 175–183.

Social media is being used in low- and middle-income countries for a range of health-related purposes, including mass communication and health education. This paper examines the literature on the use of social media for health in these contexts:

Hagg, E. et al. (2018). The emerging use of social media for health-related purposes in low and middle-income countries: A scoping review. *International Journal of Medical Informatics, 115*, 92–105. [https://doi.org/10.1016/j.ij,edinf.2018.04.010](https://doi.org/10.1016/j.ij%2Cedinf.2018.04.010)

This paper examines data from the Shout-It-Now programme which uses edutainment to increase HIV counselling and testing rates. It concludes that integrating technology, quality assurance measures and edutainment with mobile HCT has the potential to increase testing rates.

Daniels, J., Komarek, A., Forgreive, B., Pahl, K., Stafford, S., Campbell Bruns, L. and Coates, T. (2017). Shout-it-now: A mobile HCT model employing technology and edutainment in South Africa. *HIV Service Delivery, 16*(5), 506–511.

## Chapter 9: Working with communities

Focused on the outbreak of the Ebola virus in West Africa, this paper outlines how bottom-up approaches were not widely implemented during the response. The paper shows the value of bottom-up approaches for current and future disease emergency responses.

Laverack, G. and Manoncourt, E. (2016). Key experiences of community engagement and social mobilization in the Ebola response. *Global Health Promotion*, *23*(1), 79–82.

This study provides a useful example of activism to support and promote the well-being of young people in an Indigenous community:

Freeman, B.M. (2019) Promoting global health and well-being of Indigenous youth through the connection of land and culture-based activism. *Global Health Promotion,* *26*, 17–25.

A scoping review focusing on asset-based approaches to promote health draws out key concepts and understandings to support policy and practice development:

Cassetti, V., Powell, K., Barnes, A. and Sanders, T. (2020). A systematic scoping review of asset-based approaches to promote health in communities: Development of a framework. *Global Health Promotion,* *27*, 15–23.

## Chapter 10: Settings for health

Prisons lag behind other settings in relation to practice, policy, and theory development. This paper advances and builds upon a theoretical understanding of the health-promoting prisons, suggesting the value of outdoor spaces to prisoner health:

Baybutt, M. and Chemlal, K. (2016). Health-promoting prisons: Theory to practice. *Global Health Promotion*, *23*(Suppl.), 66–74.

The main aim of this study is to develop the Taiwan Health-Promoting School Accreditation System framework. The authors conclude that the framework is reliable in assessing whether schools meet health-promoting standards:

Chen, F.-L. and Lee, A. (2016). Health-promoting educational settings in Taiwan: Development and evaluation of the Health-Promoting School Accreditation System. *Global Health Promotion,* *23*(Suppl.), 18–25.

Current literature on the health-promoting sports club is gathered and assessed. The review includes six case studies from five countries. The paper usefully outlines current trends and themes in the literature as well as offering future direction for the movement:

Kokko, S., Donaldson, A., Geidne, S., Seghers, J., Scheerder, J., Meganck, J., . . . Eime, R. (2016). Piecing the puzzle together: Case studies of international research in health-promoting sports clubs. *Global Health Promotion*, *23*(Suppl.), 75–84.

## Chapter 11: Evaluation

Empowerment is a flagship value for health promotion, but its measure is a long-standing challenge. This paper outlines the debates and current thinking on evaluating empowerment. The paper offers some solutions and also seeks to stimulate further dialogue to refine measurement approaches.

Cross, R., Woodall, J. and Warwick-Booth, L. (2017). Empowerment: Challenges in measurement. *Global Health Promotion*, 1–4.

This paper draws on a study of health promotion and sustainability programmes in Australia, providing insights into the evaluation approaches being used and the barriers and enablers to these evaluations.

Partick, R. and Kingsley, J. (2017). Health promotion and sustainability programmes in Australia: Barriers and enablers to evaluation. *Global Health Promotion*, 1–11.

This paper argues that health promotion research is distinctive and outlines several reasons why this is the case, including the values applied to evaluation practice, the broad methodological toolkit available to researchers, and relinquishing professional control.

Woodall, J., Warwick-Booth, L., South, J. and Cross, R. (2018). What makes health promotion research distinct? *Scandinavian Journal of Public Health*, *46*(Suppl. 20), 118–122.

## Chapter 12: Evidence-based health promotion

This paper summarizes and highlights the critical debate surrounding evidence-based health promotion. Drawing on case studies and illustrative examples, the paper suggests eight key levers that enable practitioners to embed research evidence into practice.

Juneau, C.E., Jones, C.M., McQueen, D.V. and Potvin, L. (2011). Evidence-based health promotion: An emerging field. *Global Health Promotion*, *18*, 79–89.

Systematic reviews are an important resource for health promoters. This paper reports data from a purposive sample of 17 systematic reviewers of health promotion. The findings provide implications for increasing practitioner knowledge and experience in conducting and interpreting reviews.

Shepherd, J. (2013). Judgment, resources, and complexity: a qualitative study of the experiences of systematic reviewers of health promotion. *Evaluation and the Health Professions*, *36*, 247–267.