

Research Article

Towards Relation Based Health Promotion

Ottomar Bahrs^{1,2*}

¹Institute of General Practice, University of Duesseldorf, Germany

²Umbrella Organisation Salutogenesis, Göttingen, Germany

Abstract

Health and illness are socially mediated. Therefore, the development, promotion, and maintenance of health are always relationship-based social processes. In times of systemic crises, the prevention of dangers seems to have priority, and the person has to take a back seat to the general interest. However, experiences of success are neglected, experiences that are always subjective and enable an independent path to health. A health system must take this into account.

Future health promotion will be oriented toward the common good, solidarity and person-centred. For this to become a reality, we need to build healthy public policy. A future health promotion combines interrelated bottom-up initiatives and centrally coordinated interventions. It is financed independently of profit orientation and individual interests, and it combines global orientation, supra-regional networking and local action. It uses both experience-based and research-based knowledge and is based on a fundamental attitude of recognition that guides the relationship between people and their environment. The right to health is accompanied by empowerment support, especially in crises, to enable comprehensive recovery. The possibility of healthy development of each person and the population is a fundamental human right.

Keywords: Empowerment; Person-centeredness; Relation-based Health Promotion; Salutogenesis; Social Production of Health and Illness

Health and Prevention in Political Discourse

In times of corona crisis and climate catastrophes - as expressions of disturbed human-nature relationships - a renaissance of an (almost exclusive) pathogenetic orientation has occurred in health policy and the medical system, which also dominates everyday life. The

***Corresponding author:** Ottomar Bahrs, Institute of General Practice, University of Duesseldorf, Germany, Tel: +49 55142483; E-mail: obahrs@gwdg.de

Citation: Bahrs O (2022) Towards Relation Based Health Promotion. J Altern Complement Integr Med 8: 249.

Received: May 05, 2022; **Accepted:** May 10, 2022; **Published:** May 17, 2022

Copyright: © 2022 Bahrs O. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

underlying question of how health can be created, maintained and strengthened has fallen behind. Here, there is a need for counteraction at every level. We deliberately do not focus on preventing diseases (however topical; this may seem) but ask how health can be promoted in a future-oriented way.

The following considerations are based on the conviction that future health promotion and prevention will be oriented toward the common good, solidarity and person-centred. We refer to the Ottawa Charter [1] and its accentuation of health development as a process based on our everyday life and can be promoted explicitly in different settings. These basic statements are still relevant but have only been implemented in part so far. In particular, building healthy public policy is needed.

A future health promotion combines interrelated bottom-up initiatives and centrally coordinated interventions. It is financed independently of profit orientation and individual interests, and it combines global orientation, supra-regional networking and local action. It uses both experience-based and research-based knowledge and is based on a fundamental attitude of recognition that guides the relationship between people and their environment. The right to health is accompanied by empowerment support, especially in crises, to enable comprehensive recovery. The possibility of healthy development of each person and the population is a fundamental human right.

Health as a Relational Process for a Successful Life

- The development of health and illness is a lifelong and interconnected process that aims at a sustainable and coherent shaping of the person-environment (or person- within-the-environment) relationship. Health is thus related to the lifeworld, biographically anchored and individual [2]. At the same time, following a systemic understanding, it is population-related and oriented towards maintaining and promoting the self-regulation capacity of the respective environment and co- environment [3].
- Health promotion and prevention are to be understood as an overarching perspective that, in the sense of salutogenesis, guides the various activities related to the development, education, empowerment and maintenance of health. The health promotion of the future is interdisciplinary and intersectoral.
- Prevention and health care are subordinate to the more general goal of health promotion.
- Future health promotion takes up the existing competencies and resources -starting with the citizens/people affected, their immediate living environments, and primary support systems. It taps into the resources available at the municipal level and establishes relationships with regional, national and international voluntary and professional helpers. The common goal is to help people help themselves, i.e., promote competencies for solving questions independently to shape a meaningful and successful life from the actors' perspective [4].

- Health education is a social and nature-related process that concerns psychological, emotional, spiritual and physical aspects in equal measure and is relationally mediated from the very beginning [5]. Health and illness are not only in but between people. Future health promotion is serious about “introducing the subject” [6] into medicine, pedagogy, social work, etc. It enables the empowerment of citizens. It enables the empowerment of citizens and authentic professional action in which the helpers can be recognised and experienced as persons. The citizens’ existing personal competencies are valued, and the limited and specific resources of the helpers in research and practice.

Salutogenic Orientation: Positive Goals to Enable a “Healthy Society”

- The promotion of health education processes also accompanies the classic activities of health care, nursing and rehabilitation and is based on a fundamental salutogenic orientation. In the future, education, further education and training of person-related activities will place equal emphasis on the continuous teaching of technical knowledge and on experiencing, training and testing the necessary salutogenic attitudes and competencies [7]. Self-experienced participation is a prerequisite for the ability to participate [8].
- Health education is a (re-)constructive process in which individuals’ buried needs and social, experiential knowledge about health processes come to a new effect in a future-oriented way.
- The formation of health is also a biographical process, the conscious shaping and appropriation of which takes place interactively and not least through storytelling [9]. In upheaval and crisis, personal and continuous support and tailored information are helpful. The health promotion of the future is based on a culture of recognition and tolerance.
- The health promotion of the future faces the dual task of enabling individuals (and their members) to develop the health that suits them and contribute to the promotion of the “health” of society as a whole. In particular, it is necessary to respect the momentum of the (external and internal) nature that sustains us. (10) Therefore, we need spaces for understanding and open discourse in society about how the members of society as a community understand successful living and want to create the conditions for it.

Possible Steps towards a Health-Oriented Future

- A new Federal Ministry for the Environment, Health and Sustainable Development should guarantee the framework conditions for these communication processes in Germany nationwide. The concrete implementation starts with bottom-up approaches considering the local structures, is scientifically accompanied, and the results are continuously put up for public discussion [11,12].
- Analogous to refocusing the health system from a curative to a salutogenic, health-promoting approach, policymakers must adjust the financing accordingly. Thus, relational-based public health would become value-based in a double sense [13]. First, due to the expected relief in the cost-intensive curative area, health promotion through offers in health education, nutrition and exercise etc., is possible in a cost-neutral way.

- Health promotion of the future has a socially compensatory and socially integrative effect. Where necessary, it has a walking structure and becomes active in the respective living environments of those involved.

Postscript

The text presented here originated from a position paper (2021) prepared by a working group of the Dachverband Salutogenese (www.dachverband-salutogenese.de) and intended as a contribution to the health policy discussion in Germany. Participants were: Pascale Dauster, Barbara Doss, Eberhard Göpel, Sandra Kunz, Anja Lietz, Rüdiger-Felix Lorenz, Helmut Rachl, Kirsten Rachl, Christina Röhrich, Michael Röslen, Maria Sailer, Ulrich Sappok, Gerhard Unterberger, Thomas Zängler and Ottomar Bahrs (coordination and editing). The author thanks all those involved for their constructive cooperation. The position paper was revised for this publication, supplemented with literature references and translated.

References

1. World Health Organization (1986) Ottawa charter for health promotion. World Health Organization. Geneva, Switzerland.
2. Mittelmark MB, Bauer GF, Vaandrager L, Pelikan JM, Sagy S, et al. (2022) The handbook of salutogenesis, Springer.
3. Appleyard J, Mezrich JE (2021) Seeking the Person at the Center of Medicine. Legend Press Ltd, UK.
4. Huber M, Jung HP, Dijkstra KVDB (2022) Handbook Positive Health in Primary Care. Bohn Stafleu van Loghum, Houten, Netherlands.
5. Bahrs O (2021) Gesundheitsbildung als sozialer Prozess; in: Berufsverband Unabhängiger Gesundheitswissenschaftlicher Yoga-Lehrender (Hrsg.): Handbuch Yoga pro Gesundheit – Selbstwirksamkeit stärken, Wohlbefinden fördern. Vandenhoeck & Ruprecht Göttingen 2021: 72-89
6. Weizsäcker V (1973) Der Gestaltkreis. Theorie der Einheit von Wahrnehmen und Bewegen. Frankfurt am Main, Suhrkamp, Germany.
7. Schnabel M, Röhrich C, Kohls N (2021) Lebenswelt Primärversorgung–Plädoyer für die Integration einer salutogenetischen Säule in ambulante Versorgungsstrukturen. Gesundheits-und Sozialpolitik 75: 45-53.
8. Bahrs O (2010) Wer Partizipation ermöglichen soll, muss Partizipation selbst erfahren können–Überlegungen zum und Erfahrung mit dem Kurs der Medizinischen Psychologie und Medizinischen Soziologie in der vorklinischen Mediziner Ausbildung. Kommunikation mit Zukunft 112.
9. Kalitzkus V (2018) Narrative Praxis: Erzählungen als Vermittler zwischen Erfahrungswelten im Gesundheitswesen. Leidfaden 7: 37-40.
10. Mathpati MM, Payyappallimana U, Shankar D, Porter JD (2020) Population self-reliance in health and COVID-19: The need for a 4th tier in the health system. Journal of Ayurveda and integrative medicine 13: 100354.
11. Klapper B, Cichon I (2021) Neustart!: Für die Zukunft unseres Gesundheitswesens. MWV, Germany.
12. Hildebrandt H, Stuppart R (2021) Zukunft Gesundheit–regional, vernetzt, patientenorientiert. Medhochzwei, Germany.
13. Hazelzet JA, Thor J, Gäre BA, Kremer JA, Weert N, et al. (2021) Value-based healthcare’s blind spots: call for a dialogue. F1000Research 10: 1314.



- Advances In Industrial Biotechnology | ISSN: 2639-5665
- Advances In Microbiology Research | ISSN: 2689-694X
- Archives Of Surgery And Surgical Education | ISSN: 2689-3126
- Archives Of Urology
- Archives Of Zoological Studies | ISSN: 2640-7779
- Current Trends Medical And Biological Engineering
- International Journal Of Case Reports And Therapeutic Studies | ISSN: 2689-310X
- Journal Of Addiction & Addictive Disorders | ISSN: 2578-7276
- Journal Of Agronomy & Agricultural Science | ISSN: 2689-8292
- Journal Of AIDS Clinical Research & STDs | ISSN: 2572-7370
- Journal Of Alcoholism Drug Abuse & Substance Dependence | ISSN: 2572-9594
- Journal Of Allergy Disorders & Therapy | ISSN: 2470-749X
- Journal Of Alternative Complementary & Integrative Medicine | ISSN: 2470-7562
- Journal Of Alzheimers & Neurodegenerative Diseases | ISSN: 2572-9608
- Journal Of Anesthesia & Clinical Care | ISSN: 2378-8879
- Journal Of Angiology & Vascular Surgery | ISSN: 2572-7397
- Journal Of Animal Research & Veterinary Science | ISSN: 2639-3751
- Journal Of Aquaculture & Fisheries | ISSN: 2576-5523
- Journal Of Atmospheric & Earth Sciences | ISSN: 2689-8780
- Journal Of Biotech Research & Biochemistry
- Journal Of Brain & Neuroscience Research
- Journal Of Cancer Biology & Treatment | ISSN: 2470-7546
- Journal Of Cardiology Study & Research | ISSN: 2640-768X
- Journal Of Cell Biology & Cell Metabolism | ISSN: 2381-1943
- Journal Of Clinical Dermatology & Therapy | ISSN: 2378-8771
- Journal Of Clinical Immunology & Immunotherapy | ISSN: 2378-8844
- Journal Of Clinical Studies & Medical Case Reports | ISSN: 2378-8801
- Journal Of Community Medicine & Public Health Care | ISSN: 2381-1978
- Journal Of Cytology & Tissue Biology | ISSN: 2378-9107
- Journal Of Dairy Research & Technology | ISSN: 2688-9315
- Journal Of Dentistry Oral Health & Cosmesis | ISSN: 2473-6783
- Journal Of Diabetes & Metabolic Disorders | ISSN: 2381-201X
- Journal Of Emergency Medicine Trauma & Surgical Care | ISSN: 2378-8798
- Journal Of Environmental Science Current Research | ISSN: 2643-5020
- Journal Of Food Science & Nutrition | ISSN: 2470-1076
- Journal Of Forensic Legal & Investigative Sciences | ISSN: 2473-733X
- Journal Of Gastroenterology & Hepatology Research | ISSN: 2574-2566
- Journal Of Genetics & Genomic Sciences | ISSN: 2574-2485
- Journal Of Gerontology & Geriatric Medicine | ISSN: 2381-8662
- Journal Of Hematology Blood Transfusion & Disorders | ISSN: 2572-2999
- Journal Of Hospice & Palliative Medical Care
- Journal Of Human Endocrinology | ISSN: 2572-9640
- Journal Of Infectious & Non Infectious Diseases | ISSN: 2381-8654
- Journal Of Internal Medicine & Primary Healthcare | ISSN: 2574-2493
- Journal Of Light & Laser Current Trends
- Journal Of Medicine Study & Research | ISSN: 2639-5657
- Journal Of Modern Chemical Sciences
- Journal Of Nanotechnology Nanomedicine & Nanobiotechnology | ISSN: 2381-2044
- Journal Of Neonatology & Clinical Pediatrics | ISSN: 2378-878X
- Journal Of Nephrology & Renal Therapy | ISSN: 2473-7313
- Journal Of Non Invasive Vascular Investigation | ISSN: 2572-7400
- Journal Of Nuclear Medicine Radiology & Radiation Therapy | ISSN: 2572-7419
- Journal Of Obesity & Weight Loss | ISSN: 2473-7372
- Journal Of Ophthalmology & Clinical Research | ISSN: 2378-8887
- Journal Of Orthopedic Research & Physiotherapy | ISSN: 2381-2052
- Journal Of Otolaryngology Head & Neck Surgery | ISSN: 2573-010X
- Journal Of Pathology Clinical & Medical Research
- Journal Of Pharmacology Pharmaceutics & Pharmacovigilance | ISSN: 2639-5649
- Journal Of Physical Medicine Rehabilitation & Disabilities | ISSN: 2381-8670
- Journal Of Plant Science Current Research | ISSN: 2639-3743
- Journal Of Practical & Professional Nursing | ISSN: 2639-5681
- Journal Of Protein Research & Bioinformatics
- Journal Of Psychiatry Depression & Anxiety | ISSN: 2573-0150
- Journal Of Pulmonary Medicine & Respiratory Research | ISSN: 2573-0177
- Journal Of Reproductive Medicine Gynaecology & Obstetrics | ISSN: 2574-2574
- Journal Of Stem Cells Research Development & Therapy | ISSN: 2381-2060
- Journal Of Surgery Current Trends & Innovations | ISSN: 2578-7284
- Journal Of Toxicology Current Research | ISSN: 2639-3735
- Journal Of Translational Science And Research
- Journal Of Vaccines Research & Vaccination | ISSN: 2573-0193
- Journal Of Virology & Antivirals
- Sports Medicine And Injury Care Journal | ISSN: 2689-8829
- Trends In Anatomy & Physiology | ISSN: 2640-7752

Submit Your Manuscript: <https://www.heraldopenaccess.us/submit-manuscript>