

Definitions of Health Promotion-Oriented Interventions

Communication and Social Marketing

Communication activities involve creating and disseminating health information for the public and community partners using multi-media approaches including website, print resources, newsletters, social media, and other media channels. Social marketing activities focus on influencing behaviour within a specific target population, with some overall benefit to society as well as the individual. Activities within this intervention aim to gather and use target population insights to develop targeted communication materials that increase knowledge and change attitudes, beliefs, and practices in order to prevent disease and promote and protect the health of individuals and populations.

Education and Skill Building

Education and Skill Building involves the development and implementation of one-on-one or one-to-small group educational activities that are designed to increase participants' knowledge and improve behaviour, attitudes, and skills. Activities within this intervention are tailored to the target population, and present information on health benefits/threats. They also provide specific tools and/or strategies to build capacity and support behavior change in an appropriate setting. This intervention could be delivered in person, through online group seminars, or through self-directed online learning and includes "train the trainer" models.

Healthy Public Policy Development

Healthy Public Policy Development involves ensuring issues of public health importance are on the agenda of policy makers both internal and external to the health sector. This intervention promotes health and health equity through improving social, environmental, and economic conditions. Activities include identifying and developing policy options for public health issues; providing evidence-based feedback on the health impacts of policies; assessing and establishing a plan for resolution; determining needed resources; evaluating policy decisions; and providing technical assistance to develop or change laws, rules and regulations, ordinances, and policies. This intervention works at the local, provincial, and federal levels of government, as well as public institutions. For a local public health agency, this is primarily focused on the local level.

Community and Partner Mobilization

Community and Partner Mobilization involves bringing people and organizations together in a structured way to achieve individual, population, and/or systemic changes. Collective impact is built on the premise that organizations can be more successful in achieving largescale social change if they coordinate their efforts across sectors, rather than working in isolation on interventions with similar aims. Activities include developing and maintaining partnerships, coalition building and participation, community organizing and engagement, and cross-sector collaboration, all with the purpose of sharing information, coordinating activities, and sharing/mobilizing resources to achieve a common goal.