

AOHS

Global Health

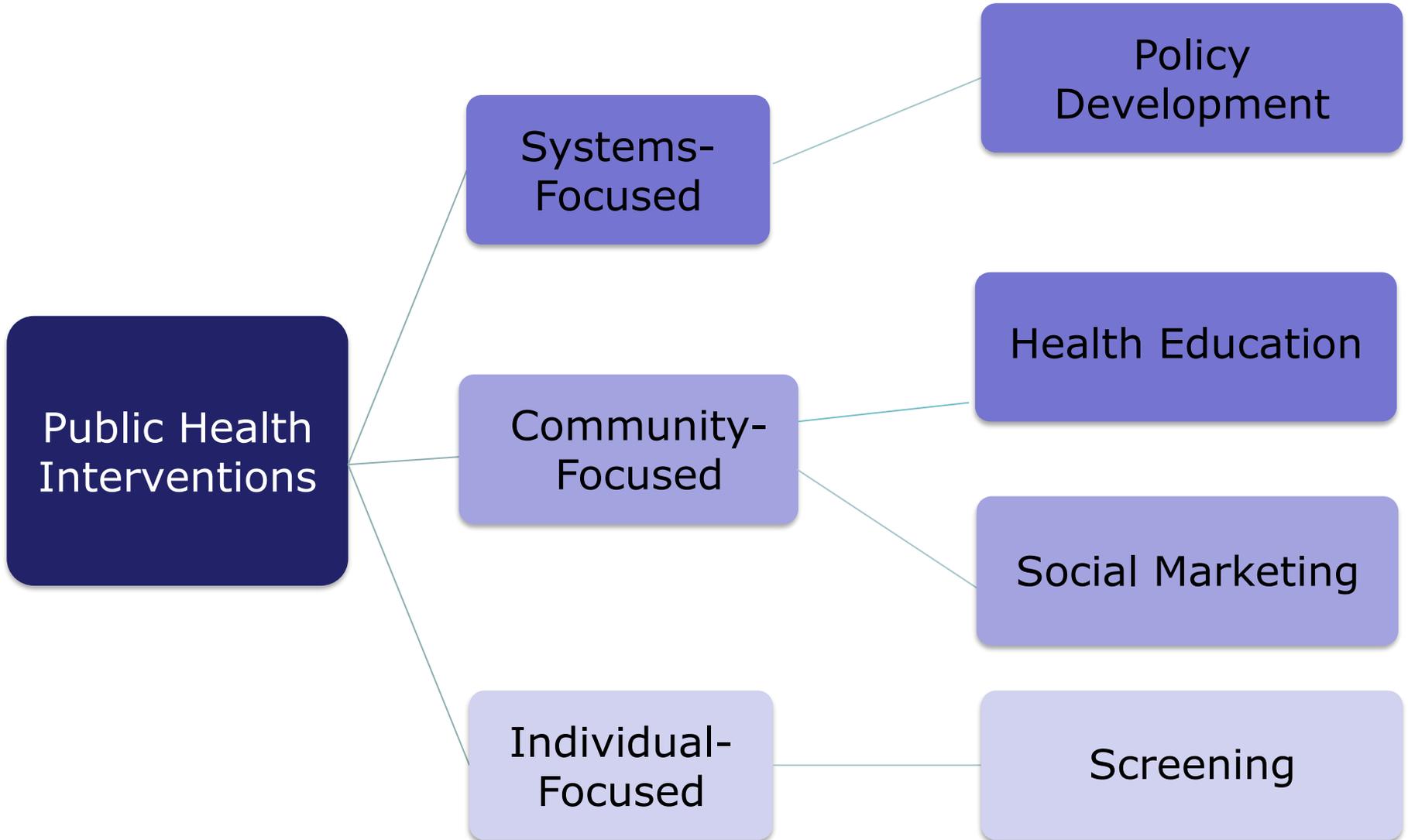
Unit 4, Lesson 11

Types and Levels of Global Health Interventions

Interventions are about making change

Major Health Issue	Examples of Interventions	Change
HIV/AIDS	<ul style="list-style-type: none">• Distributing condoms• Distributing unused needles for drug users	People feel empowered to protect themselves against HIV.
Malaria	<ul style="list-style-type: none">• Distributing insecticide-treated bed nets• Spraying insecticide	Children are better protected against malaria.
Malnutrition	<ul style="list-style-type: none">• Promoting exclusive breast-feeding for first six months of an infant's life• Distributing micronutrient supplements	Infant mortality rate decreases.

Public health interventions focus on communities, systems, and individuals



Interventions focus on the needs of populations

- They focus on an entire population or on a group of individuals who have at least one characteristic in common.
- They take into account health determinants of the population, such as employment, level of health services, or education.
- They focus on one or more levels of prevention.

Describe two populations that you are a part of. What characteristics do the populations have in common?

Interventions address the needs of systems, communities, and individuals

Systems-focused interventions	Change organizations, policies, laws, and power structures
Community-focused interventions	Change community attitudes, awareness, practices, norms, and behaviors
Individual-focused interventions	Change knowledge, attitudes, beliefs, practices, and behaviors of individuals

Why do you think changing systems is a way to impact the health of a population over the long term?

There are many types of interventions

Screening

Health
education

Social
marketing

Policy
development

Outreach

Community
organizing

Advocacy

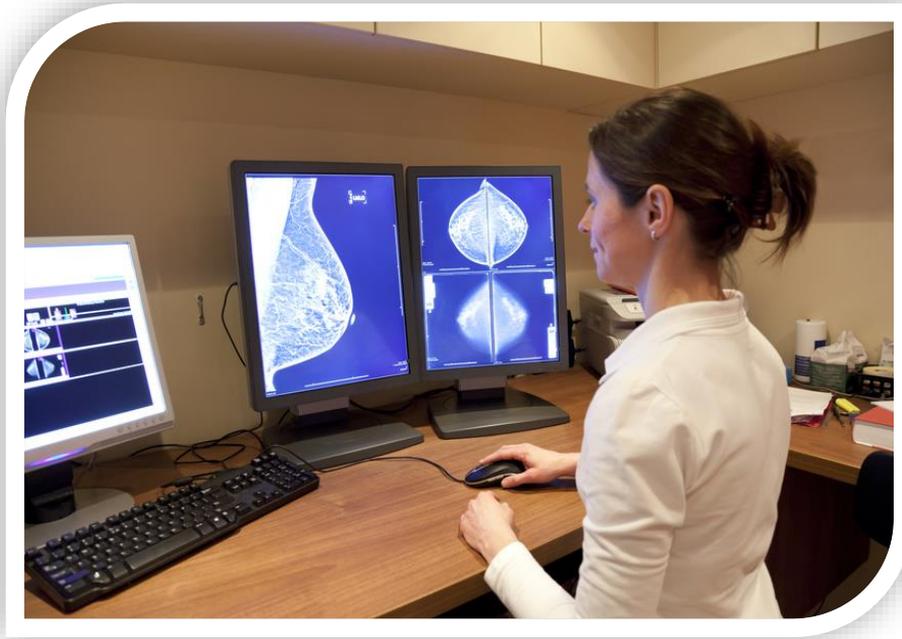
Case
management

Counseling

Disease
investigation

Think about a community that you are a part of. What do you think is the most common type of intervention in that community? Why?

In a screening intervention, even population members who are not showing symptoms are tested for a disease



- **Example intervention:** BreastScreen Australia
- **How it works:** A public health program screens women without symptoms aged 50-69
- **Result:** 25% reduction in breast cancer mortality

Diagnostic technicians are one type of health professional involved in screenings. What other health professionals do you think might be involved?

Health education communicates facts, ideas, and skills about health

Example intervention

Asthma Care Training (ACT) for Kids in the United States

How it works:

Pediatric clinics teach kids to recognize asthma symptoms and to know what actions to take

Result:

Reduction in frequency and severity of asthma episodes

Have you participated in a health education intervention? Who was doing the educating? What health professionals do you think are typically involved in health education interventions?

A social marketing intervention uses commercial marketing principles and technologies



- **Example intervention:** VERB program launched by the CDC in the United States
- **How it works:** Radio, print, and television ads run in media like MTV and the Cartoon Network to encourage tweens to be physically active

Graphic designers and advertisement copywriters often work on social marketing interventions. What other professionals do you think might be involved?

Policy development results in laws and regulations related to health



- **Example intervention:** Laws and regulations on smoking in South Africa
- **How it works:** Fines imposed for breaking regulations on smoking in designated public areas, advertising tobacco banned, warnings on tobacco products

Policy analysts are one type of professional who may work on policy development interventions. What other professionals do you think may be involved? What public health policy changes do you know about in the United States?

Global cooperation is often needed to make complex interventions work

- Interventions that require global cooperation often use several types of interventions to address a health issue.
- Governments and agencies often work together to implement a complex intervention.
- Global cooperation is needed to address health issues such as avian flu, malnutrition related to changing climate patterns, and diseases linked to war and conflict.

Think of an effective global health program you have learned about. Was more than one type of intervention used?

The purpose of global health interventions is to bring about change

Levels of Intervention	<ul style="list-style-type: none">▪ Individual▪ Community▪ Systems
Examples of Types of Intervention	<ul style="list-style-type: none">▪ Screenings▪ Health education▪ Social marketing▪ Policy development
Examples of Interventions That Cause Change	<ul style="list-style-type: none">▪ No-smoking laws contribute to a generation that smokes less and has less respiratory disease related to smoking.▪ Health education campaigns that teach kids to look for asthma symptoms contribute to a decrease in the number of kids hospitalized because of asthma attacks.