The 2014 State of the Art in Health Promotion Research

seen through the lens of

Health Promotion International

Evelyne de Leeuw MSc MPH PhD

Public Health & Health Policy
Editor-in-Chief, Health Promotion International
Outline

- Health Promotion (Research)
- ...in the Journal 2000-2014
- Emerging themes and priorities
- The future
- (for the field and for the Journal)
Google Trends: ‘health promotion research’
The context (II)

Google Trends: ‘health education research’
<table>
<thead>
<tr>
<th>Publication</th>
<th>h5-index</th>
<th>h5-median</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. American Journal of Health Promotion</td>
<td>29</td>
<td>44</td>
</tr>
<tr>
<td>2. Health Promotion International</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>3. Health Promotion Practice</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>4. Global Health Promotion</td>
<td>16</td>
<td>28</td>
</tr>
<tr>
<td>5. Health promotion journal of Australia</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>6. Advances in School Mental Health Promotion</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>7. International Journal of Health Promotion and Education</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>8. 日本咀嚼学会雑誌: 咀嚼と健康= Journal of Japanese Society for Masticatory Science and Health Promotion</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
The context (IV)

- English ‘lingua franca’
- Determinants still poorly understood (social/distal/...)
- Appeal of the simple
- Cutting edge = bleeding edge
- ‘Lifestyle drift’
Our Journal:

Global

‘Thought Journal’

Benchmarks: GCHP (Ottawa – Adelaide ... Helsinki – Shanghai)

Thus: HiAP, SDOH (+ PDOH, CDOH)

Theories & methods
Our Journal:
Health Promotion International - manuscript country of origin
In summary:
A question of time...

From Star Trek - First Contact
E.g., carrots, sticks & sermons:

Affirmative subsidies, grants, in-kind

Negative taxes, fees, physical obstacles

Affirmative prescriptions

Negative proscriptions

Affirmative encouragements

Negative warnings
Policy instrument timing...

Affirmative subsidies, grants, in-kind

Negative taxes, fees, physical obstacles

Affirmative prescriptions

Negative proscriptions

Affirmative encouragements

Negative warnings

Horizontal packaging for synergy
Policy instrument timing...

Vertical packaging for logic and management
E.g., PRECEDE-PROCEED timing
Global health

Institutional & governance arrangements

Level of governance

Global

National

State/provincial

Local

Healthy Cities for Better Life
Ecosystem health

- Intergenerational health
- Interspecies health
- ‘Econology’
- Determinants of health in systems

For example:
Collaborative issues

- Health in All Policies
- Intersectoral action
- Workplace & community dynamics
- Healthy Cities

For example:
Wearable IT (tracking, behavioural sampling, etc.)

3D printing (bespoke tech)

‘serious’ gaming (Kinect)

For example:

Strong and hybrid theory

Don’t just describe
Understand,
Explain,
Predict, ...and change!

For example: