

Introduction

In this issue of the “Public Health and Governance” we propose reading of papers focusing on health promotion and related topics. Today, 30 years from the publication of the Ottawa Charter, called also the Constitution of Health Promotion, we can observe certain insufficiency of health promotion measures in the confrontation with new challenges. Such phenomena like antivaccination movements, the popularity of alternative medicine methods, overwhelming marketing of unhealthy products, revealed limited effectiveness of health promotion strategies putting the main emphasis on the awareness and behavioural changes.

It is quite common that health promotion is identified as mainly health education. But in times when everything can be questioned and denied, does health education suffice? Do the strategies of behaviours modification can be fully effective in the situation when society and citizens are exposed to aggressive, every-day commercial marketing of ultra-processes food products?

In the Ottawa Charter, the main directions in health promotion were defined. We should remember that among these directions, apart from the development of individual skills, the environmental interventions, supporting of the community, reorientation of health services and appropriate formation of public policies were included. It seems, that in the world of powerful market forces and sophisticated lobbystic actions, adequate public health policies and interventions influencing the environment are of key importance.

In many countries, all instrument available in health promotions are used. For example, the number of countries have introduced fiscal interventions in relation to the food products with high sugar contents (“sugar tax”). But introduction of such interventions requires long term perspective and appropriate setting of priorities. Unfortunately, the health of the society is not always a priority. In many cases, increased public budget income or the interests of specific industry sectors are more important. This leads to the situation in which, health consequences of new laws take the last position. And still, health promotion is looking for its identity. Even abstracting from the situation in Poland, health promotion is frequently perceived as a conglomerate of various disciplines and theories. Is it a real interdisciplinarity if those involved in health promotion perceive it differently depending on their background. The perspective of medical personnel is different from this revealed by psychologists and this in turn, different from this what pedagogues think. And clear workplace definitions for specialists of public health or health promotion are still lacking.

The Authors of first paper included in this issue of the “Public Health and Governance” titled *The theoretic-*

cal order as a means of professionalizing health promotion point to the fact that despite extensive use of theories from other disciplines, a consistent theory of health promotion is actually absent. The paper provides interesting considerations about key concepts used in health promotion and relations between health promotion and health education. It should be underlined that the Authors remind that a professional status of persons involved in health promotion is unclear despite quite a many attempts of defining it in the classifications issued from 90^{ies} of 20th century. In next paper titled *Health education as an inseparable component of health promotion activities* the aspect of relation between health promotion and health education is further debated. Apparently, in the Author’s opinion, health education is still the main element of activities undertaken within health promotion.

In two following papers, the examples of health challenges which could be important aims of interventions in health promotion and disease prevention are discussed. In first paper, titled *The consumption of non-alcoholic beverages and the occurrence of dental erosion among a group of adults visiting dental practices in Krakow*, the relation between the consumption of non-alcohol beverages and oral health is explored. In the second one entitled *Incidence and mortality from measles in Ukraine – implication for preventive action* focuses on the problem of growing incidence of measles in Ukraine. Such increase was seen in many countries. In 2018 the number of cases of measles in Poland increased at least 5 times when compared to 2017. Such trend may be certainly a reason for anxiety. However, an epidemic situation in Ukraine may be shocking. There were about 17,000 of measles cases among adults and 29,000 among children. According to international institutions, Ukraine became a country with the highest incidence of measles. The paper exploring preconditions and options for prevention of measles in a country which has a common border and from which at least 1.5 million of people comes to work in Poland every year.

The last paper addresses another area. Currently, partner-like relationship between a patient and a physician is treated as a priority and is perceived as one of the criteria for the quality of health care services. In the paper titled *Non-violent communication. How to use empathic communication in the delivery room?*, the Authors discuss the aspects of communication in obstetric care. This text should be interesting for all persons involved in the initiatives assuring not only effective medical care in Polish health care institutions, but also addressing the need for empathy for patients.

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