

# Ethics and Health Promotion



Kate Morgaine

Ethics and Evidence in Health Promotion

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# Ethics



Well based standards of right and wrong that tell us what we ought to do in any given situation

Virtues: honesty, compassion, loyalty

## **Basic Ethical Questions**

- How should we live?
- How should we get along?
- What sort of institutions should we have?


# The Nuremberg Code



- All participants should give voluntary consent
- All participants should have enough knowledge and understanding to be able to make the choice to participate
- There should be no duress or coercion
- The risks of the research should not outweigh the good that might come

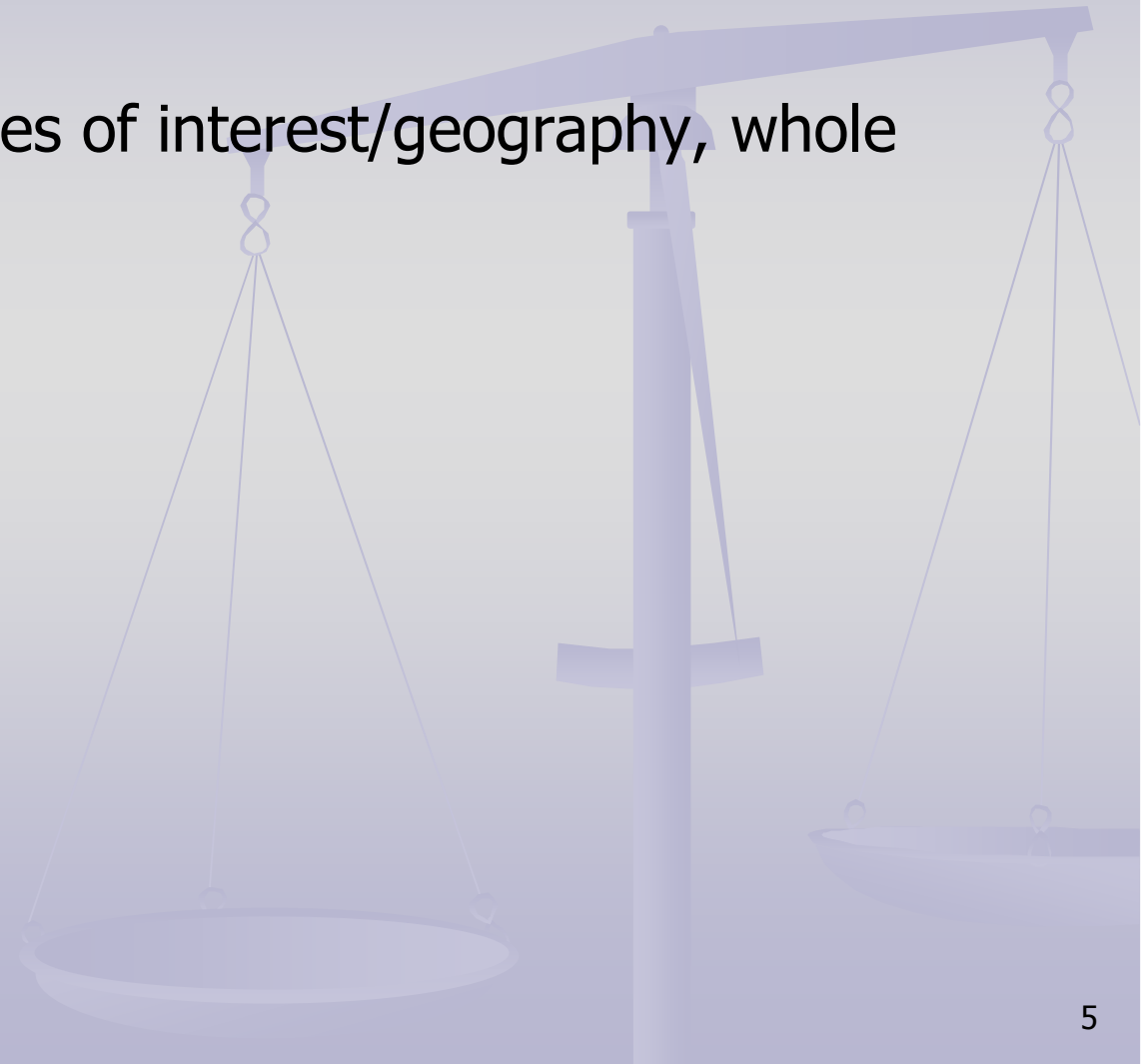
“Trials of War Criminals before the Nuremberg Military Tribunals under Control Council Law No. 10” Vol 2, pp. 181-182. Washington DC, US Govt Printing Office 1949

# Bio-Ethics approach

- Principles of Autonomy
    - Respect for people and their individual rights
  - Beneficence
    - Doing good, optimising benefits
  - Non-maleficence
    - Not doing harm
  - Justice
    - Distribute the benefits, risks and costs fairly
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# Core Principles of Health Promotion

- A focus on populations
  - Whanau, communities of interest/geography, whole populations
- Social justice
- Equity
- Participation



# Social Justice

The concept of a just society which gives people fair treatment and a just share of the benefits of that society.

- Rectificatory Justice: redressing wrongs
- Distributive Justice: a fair sharing of the benefits of something as well as the risks and burdens
- Are the benefits (the good things) and the risks and burdens (the bad things) shared equally across the community/population?

# Equity

Achieving the elimination of systematic disparities in groups with different levels of underlying social advantage/disadvantage

- Identifying important inequalities and working to reduce them
- Includes the concepts of:
  - Distributive justice
  - Human rights

# Participation

Communities and populations are engaged in any initiative, with the purpose of increasing control over their health

- Empowering
- Enabling
- Developing a full partnership
- Equal share in decision making

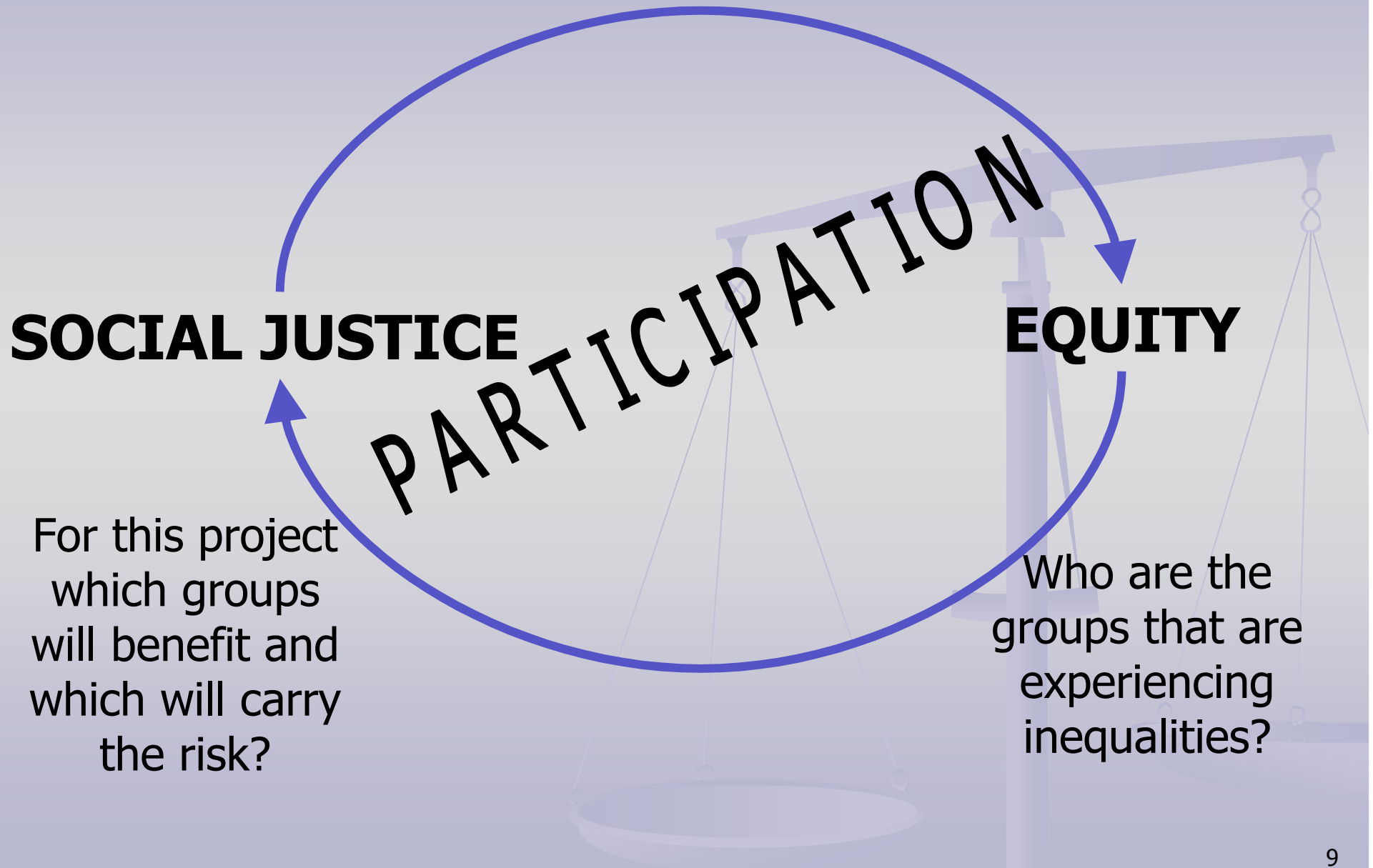
Input



Independence



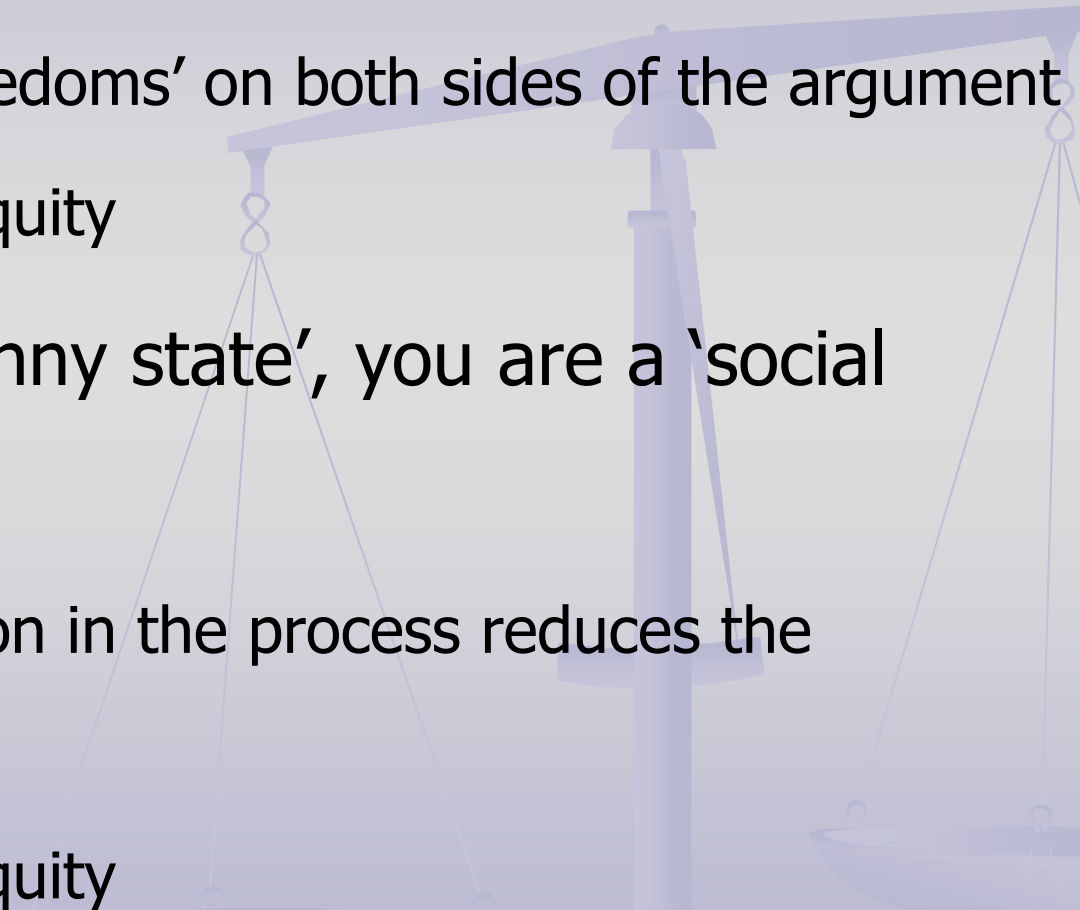
And are they the groups that are actually experiencing the inequalities? Am I making it better or worse?



For this project  
which groups  
will benefit and  
which will carry  
the risk?

Who are the  
groups that are  
experiencing  
inequalities?

# Criticisms

- You don't uphold individual freedom (autonomy)
    - There are often 'freedoms' on both sides of the argument
    - Social justice and equity
  - You just want a 'nanny state', you are a 'social engineer'
    - Ensuring participation in the process reduces the possibility
    - Social justice and equity
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# Gene Autry's Cowboy Code



- The Cowboy must never shoot first, hit a smaller man, or take unfair advantage.
- He must never go back on his word, or a trust confided in him.
- He must always tell the truth.
- He must be gentle with children, the elderly, and animals.
- He must not advocate or possess racially or religiously intolerant ideas.
- He must help people in distress.
- He must be a good worker.
- He must keep himself clean in thought, speech, action, and personal habits.
- He must respect women, parents, and his nation's laws.
- The Cowboy is a patriot.