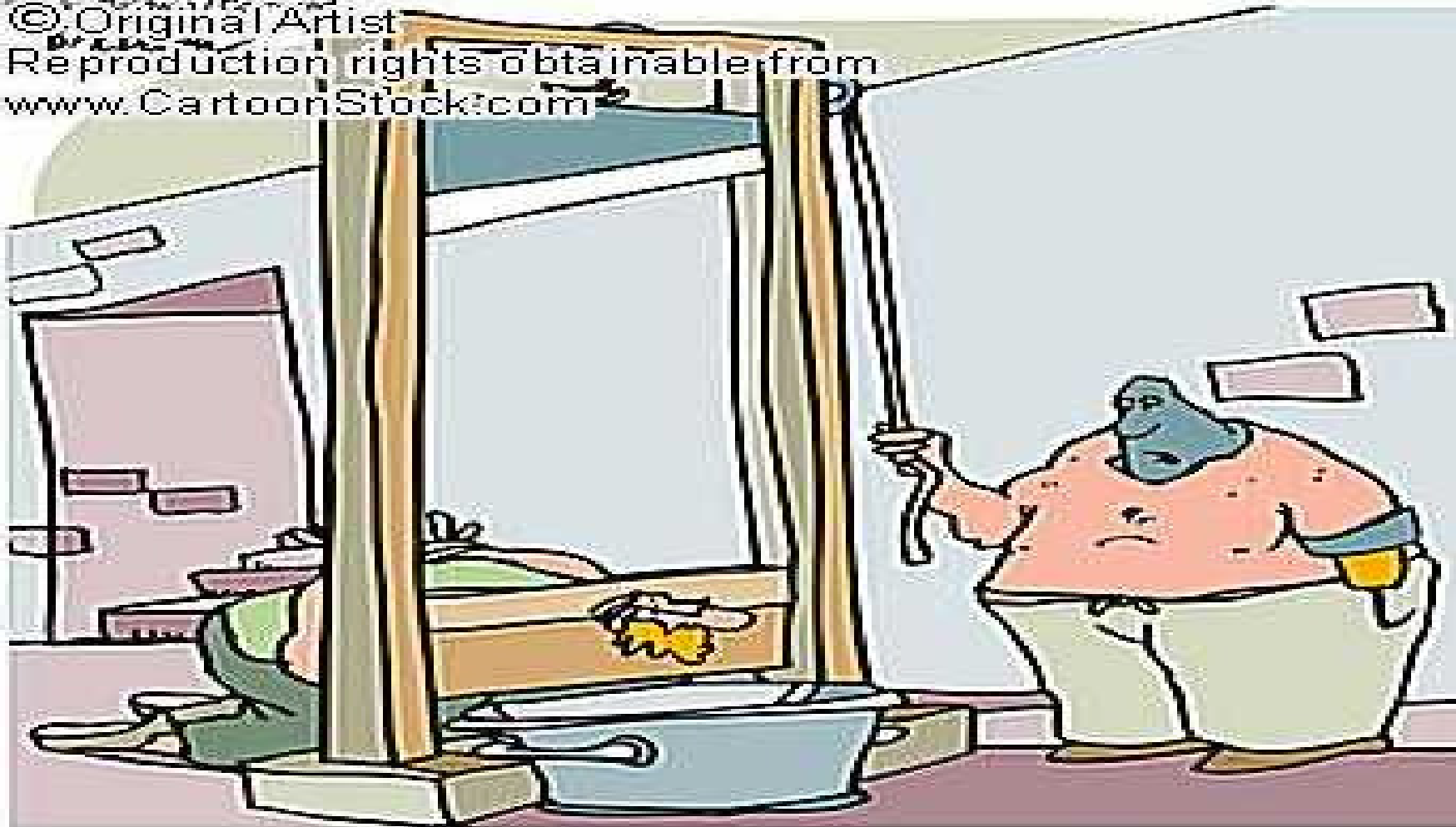


**“Ethics and Evidence in Health  
Promotion”  
2007 HPF Symposium**

**Innovative Ways to Address Inequalities.....**

Dr Kawshi De Silva  
Director Public Health  
Problem Gambling Foundation of New Zealand  
Chairperson  
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**“It’s not the same. I was caught stealing office supplies. You, on the other hand, got caught stealing ideas.”**

# Ethical Argument Classification

## Two categories

- ***Rule-based or deontology***

Duty as the foundation of morality i.e. Ethical guidelines for ethical conduct of Maori research

- ***Consequences-based***

Consequences of an action determine whether it is desirable –greatest good for greatest number of people i.e. population based approaches such as tobacco legislation & water fluoridation

# Right to Health

*Right to health underpins both public health and health promotion disciplines.*

- Alma-Ata Declaration 1978:  
“Protect and promote the health of all the people of the world”
- Universal Human Rights Declaration 1948
- ” Treaty of Waitangi principles 1840:  
“everyone's right to protection

# What are human rights?

Rights which all human beings possess because they are human

Which they carry with them

Which cling to their skin

They are not rights granted or bestowed on them by some superior authority

They are rights which they need to be able to live the life of a human being, a life worthy of a human being, a life in dignity.

By Upendra Baxi

Geoff Clark travel report at  
Human Rights conference





# Three Pillars of Human Rights

- **Universality:** Common for all human beings
- **Indivisibility:** whether they be civil, political, economic, social or cultural rights
- **Solidarity:** human cohesion for respect, defence and promotion of human rights

# Culture & Rights

- Underlying diversity are fundamental principles that bind us all as members of the same human family.
- Challenging human rights in the name of culture and religion
- Diversity and traditions can never justify the violation of human rights
- Preserving culture and social connectedness



# Why ethics matter?

- Empowering individuals and communities act on their priorities
- Public health embraces the ethical consideration nationally and globally
- It embraces the moral argument outside politics
  - i.e. Asian health: Economic gain, Demographic gain, Skilled workforce gain, International political recognition BUT.....What about their health?

## Environmental pollution



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Individual rights to smoke in bars

# Health Promotion & Ethics

## Gambling, Alcohol and Tobacco

- Moral jeopardy of redistribution of money from already affected communities to-government, other community, sporting bodies etc
- Alcohol companies sponsoring universities, departments, communities work
- Tobacco company sponsorships and research grants
- Global impact of health promotion: Redistribution of unhealthy behaviours to third world

# Health Promotion & Equity

- Why do we have inequalities?
- Who are the most affected by inequalities?
- Why is it important to address inequalities?
- Who's role is it?

# Health Promotion Equity & Ethics

Health inequalities among Asian population living in NZ are due to:

- Lack of political will to address inequalities
- Not recognising migration, health, social, economic policies and its impact on inequalities
- Lack of whole of government approach to address inequalities
- Limited social mobilisation/community action to address factors contributing to local inequalities

# Frameworks for Ethics

## Public Health & Health promotion

- Different frameworks: Bioethics focus on individuals PH focus on populations
- Liberalism (freedom of the individual or individual rights)
- Communitarianism (for the good of the community)



# Liberalism and Globalisation

- Embracing diversity
- Respecting diversity
- Tolerance to diversity
- Open-mindedness

i.e. Migrants and refugee population in NZ

# Social Justice and Social Movement Theory

- Preservation of community “Social, emotional and cultural wellbeing of the whole community”
- To advocate for collective action on behalf of community
- Restricting the individual rights for the sake of the whole community wellbeing i.e. Controlling the supply of pokie machines.  
(Ecological Model vs. Individual Model)

# Overcoming Barriers to Rights and Ethics

- What are the barriers?
- How to overcome them?
- Why it is important to overcome them?
- Who needs to do this?