

Universal prevention is not possible  
without the entire community

Incorporating the health asset model

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# The Art of Healing

A new era in substance use prevention,  
harm reduction, treatment and recovery support



24-28 June 2024  
Thessaloniki, Greece

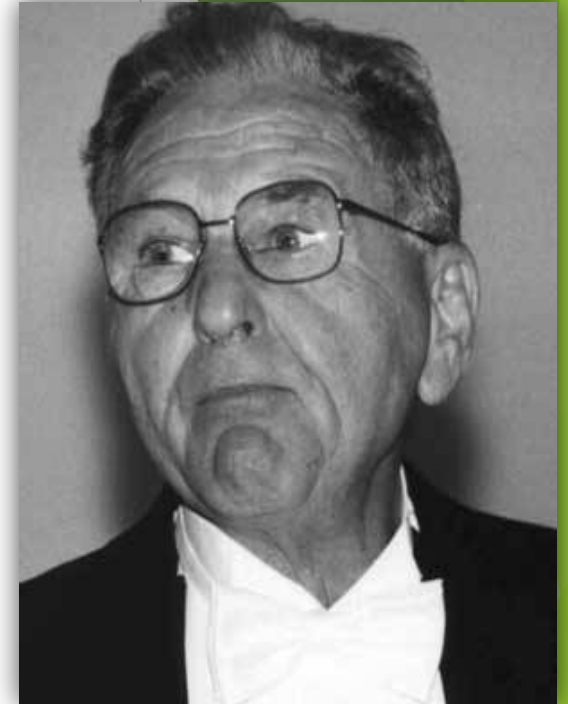


# Points to discuss

- ▶ Overview of what the Health Asset Model entails
- ▶ Explanation of how this model can be incorporated in the Universal Prevention with a communitarian approach
- ▶ Some examples of how the Health Asset model can empower communities to change contexts in order to prevent the consumption of alcohol, other drugs and other risk behaviours

# SALUTOGENESIS

▶ SALUTOGENESIS defines a discipline that focuses its study on the **origin of health** and the so-called **health assets** , as a complement to the pathogenic approach that contemplates the origins of the disease and its risk factors.



AARON ANTONOVSKY

# Definition

*A health asset can be defined as any factor or resource that enhances the capacity of individuals, communities and populations to maintain health and well-being*

*(Morgan A. & Ziglio E. 2007; Morgan A., Davis M & Ziglio E., 2010).*



What do you see in this picture?



# Why another model?



# From Deficits

Begin with the needs and deficiencies of the community

Respond to the issues

Focus on individuals

See people as clients who receive services

Give people solutions

Implement programs as an answer

# To Assets

Begin with the community assets

Identify opportunities and strengths

Focus on communities

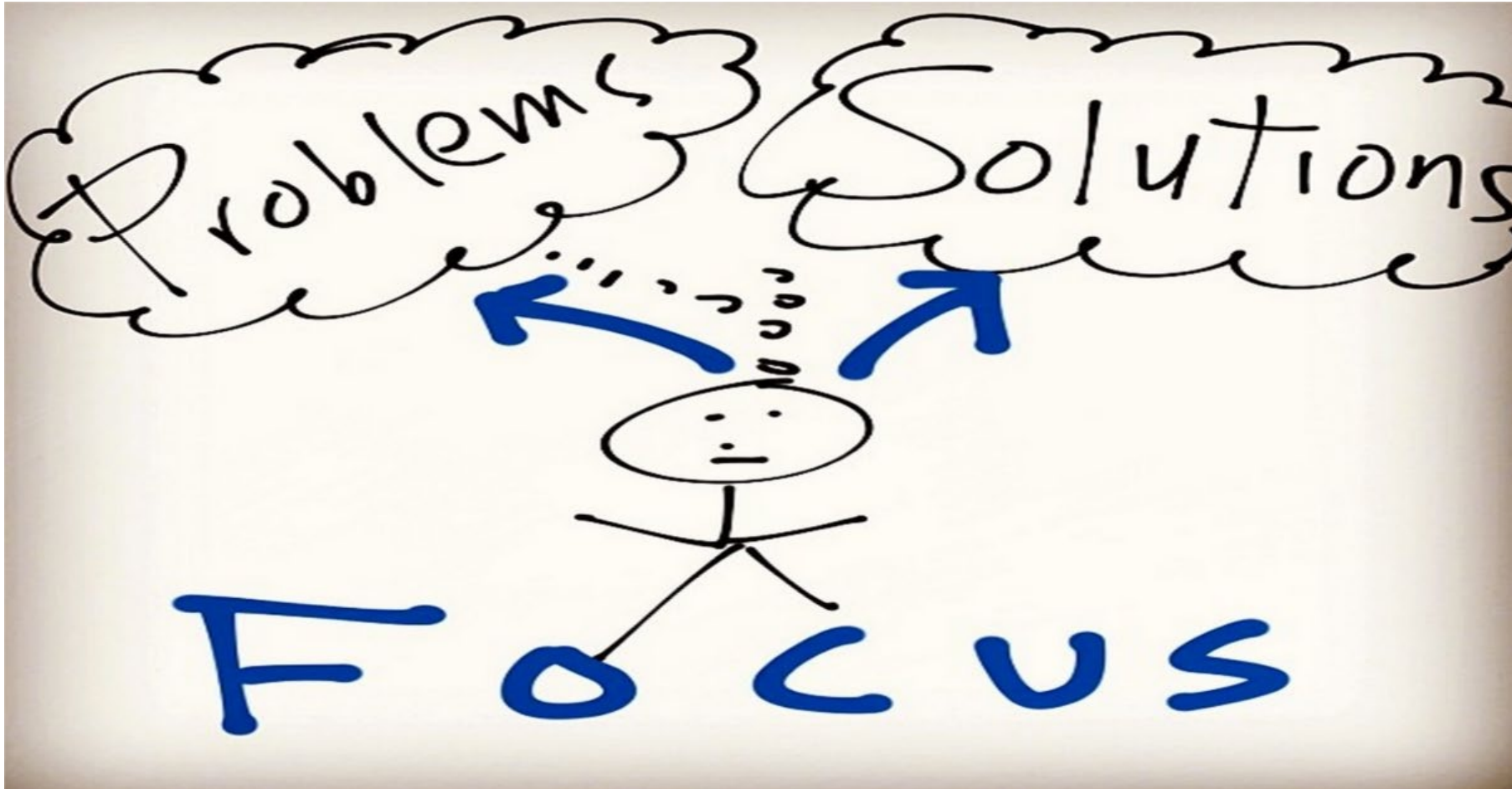
See people as citizens who can offer something

Support people to develop their potential

Consider people as the answer to the issues



# From focusing on problems to focusing on solutions





# A Health asset

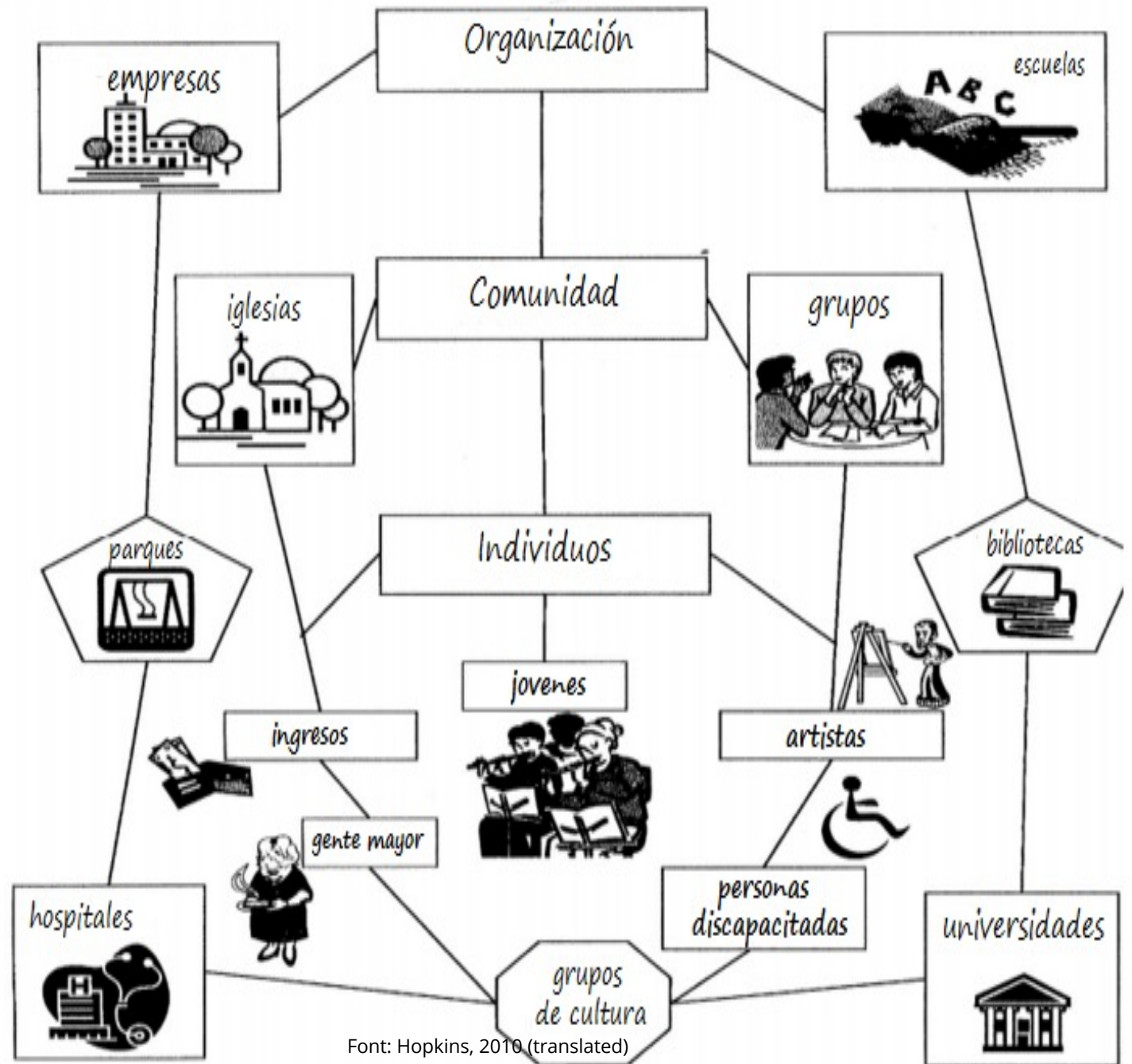
Has 3 levels:

- a personal level
- a community or organization level
- an institutional level



**What can be an asset?**

- Enhancing assets in each area has different but very complementary actions
- It continues the logic of making healthy options easy and accessible, aimed at well-being and healthy growth and aging.



Font: Hopkins, 2010 (translated)

Is a resource the same  
as an asset?



# A map of community assets

## How does it help us?



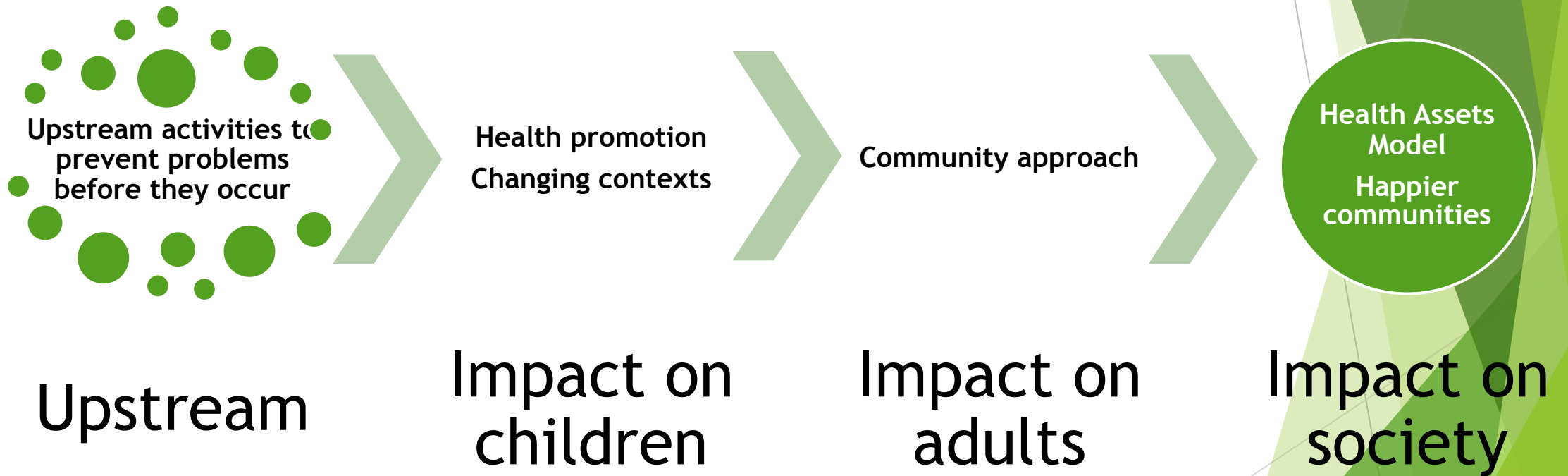


✓ HEALTH PROMOTION-SOCIAL  
DETERMINANTS OF HEALTH

✓ UNIVERSAL PREVENTION

✓ COMMUNITARIAN APPROACH-  
STRUCTURAL PREVENTION

# Logic of the Health Asset model and Universal Prevention





# The Five Guiding Principles of The Icelandic Prevention Model

Kristjansson et al., (2020)

1

**Apply a primary prevention approach** that is designed to enhance the social environment.



2

**Emphasize community action** and embrace public schools as the natural hub of the neighborhood/ efforts to support child and adolescent health, learning, and life success.



3

**Engage and empower community members** to make practical decisions using local, high quality, accessible data and diagnostics.



4

**Integrate researchers, policy makers, practitioners, and community members** into a unified team dedicated to solving complex, real-world problems.

5

**Match the scope of the solution to the scope of the problem,** including emphasizing longterm intervention and efforts to marshal adequate community resources.





## Principle 3: Engage and empower community members

- Generation of policies and environments that favor people to make healthy decisions
- Each community has talents, skills, interests and experiences that constitute a valuable arsenal that can be used.
- The richness of people and groups and not their problems.
- Collective intelligence
- Listen to the community and cooperation



# Data collection and processing





# Understanding risk and protective factors is the key

## **Risk:**

Factors in the life of young children and adolescents that increase the likelihood of substance use.

## **Protective:**

Factors in the life of young children and adolescents that decrease the likelihood of substance use



# The 10 core steps of the Icelandic Prevention Model

Kristjansson et al., (2020)



**Step 1**  
Local coalition  
identification,  
development,  
and capacity  
building



**Step 2**  
Funding  
identification,  
development,  
and capacity  
building



**Step 3**  
Pre-data  
collection  
planning and  
community  
engagement



**Step 4**  
Data  
collection and  
processing,  
including data  
driven  
diagnostics



**Step 5**  
Enhancing  
community  
participation  
and  
engagement



**Step 6**  
Dissemination  
of findings



**Step 7**  
Community  
goal setting  
and other  
organized  
responses to  
the findings



**Step 8**  
Policy and  
practice  
alignment



**Step 9**  
Adolescent  
immersion in  
primary  
prevention  
environments  
activities, and  
messaging



**Step 10**  
Reflect on the  
work that has  
been completed  
and build upon  
it by repeating  
the steps again  
in a new cycle



# ► Why asset mapping?



## **Step 7**

Community  
goal setting  
and other  
organized  
responses to  
the findings



# Assets Identification



## Phases

1

2

3

4

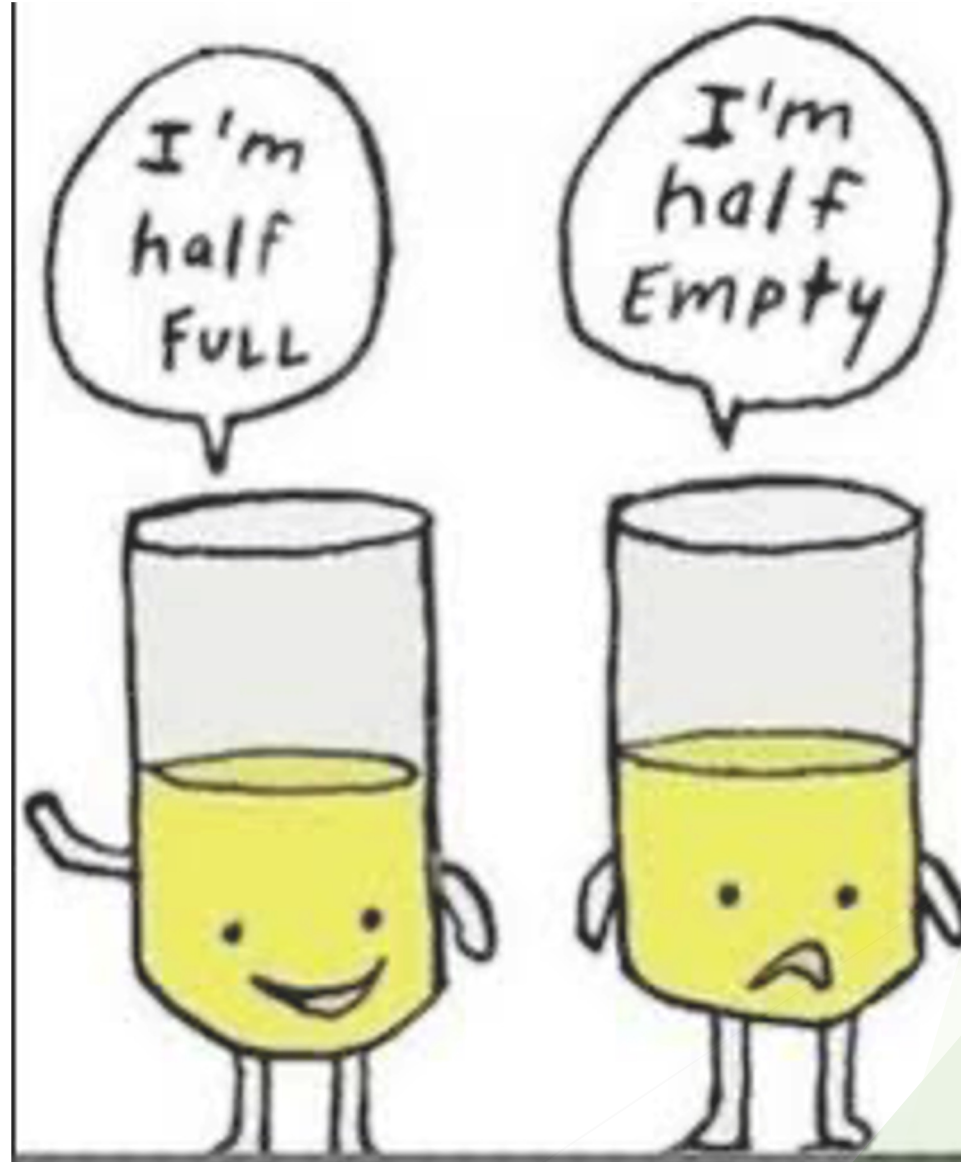
5

1. Preparation and contextualization
2. Information collection
3. Analysis of the information
4. Visibility and dissemination of assets
5. Dynamization of assets and generation of interventions



Do you remember the first picture?

What would your answer be now?



# It is time to change the perspective of how we see our community

It's about helping us better understand and manage the world we live in.



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central area is white, providing a clean space for the text.

Thank you!

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