



Essentials of Global Community Health

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Dedication

*To our parents
and
To our children, Oren, Ronit, and Yoel, and their families*



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Traditionally, authors end their acknowledgments by saluting their spouses. In our case . . . the two together enjoyed this tango.

—Jaime Gofin and Rosa Gofin



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Jaime Gofin, born in Uruguay, got his MD from the Universidad de la República of Uruguay and his MPH from the Hebrew University-Hadassah School of Public Health and Community Medicine in Jerusalem, Israel. He is a public health expert in community health and epidemiology.

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During 1975–2003, Professor Gofin was a member of the Department of Social Medicine of the Hebrew University-Hadassah School of Public Health and Community Medicine in Jerusalem, academic director of the MPH Program, director of the Hadassah Community Health Center and director of the COPC Teaching Programs. He co-directed the 1-year International Certificate Distance Learning Program on COPC (a joint program of the George Washington University and the Jerusalem School).

Professor Jaime Gofin has developed COPC capacity programs in Portugal; Spain; Turkey; United Kingdom; Washington, DC; Argentina; Costa Rica; Ecuador; Uruguay; South Africa; and Vietnam. He is a consultant and advisor for international organizations, academic institutions, and governments, including the PAHO/WHO; the Catalan Health Department; the Medical School of the Universidad de la República in Montevideo; and the Ministry of Health of Uruguay. He is a founding member of the COPC Working Group of the Catalan Society of Family and Community Medicine in Catalonia. He is also the chairman of the task force on Integrating Medicine and Public Health of The Network: Towards Unity for Health. Dr. Gofin has delivered lectures on COPC at International Health Organizations and published articles about the practice, teaching and evaluation of COPC.

Professor Jaime Gofin was the recipient of the 2007 Gordon Wyon Award of the International Health Section of the American Public Health Association (APHA) for his “outstanding leadership and contribution to Community-Oriented Primary Health Care.”

Rosa Gofin, born in Uruguay, got her MD from the Universidad de la República of Uruguay and her MPH from the Hebrew University-Hadassah School of Public Health and Community Medicine in Jerusalem, Israel. She is an expert in public health in the areas of mother and child health, community health, and epidemiology.

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Preface

COMMUNITY HEALTH AND THE COMMUNITY-ORIENTED PRIMARY CARE (COPC) APPROACH

Health and disease are the concerns of individuals, families, and health services. When the health–illness continuum is examined, it becomes clear that beyond individuals and families, there is another dimension related to both, that of the community. The community dimension provides an understanding of the context in which health and disease are expressed. Yet this expression cannot be understood without examining the determinants of health and disease, not only at the individual and family levels, but at other levels as well. The interaction of individual, familial, community, societal, and global determinants shape the community's health.

It is this aspect of health that we develop in this book. As a natural corollary, we approach community health care by addressing the health of individuals and families in the context of their communities, stressing interventions that are intended to promote health and prevent disease at the community level.

A special feature of this book is the presentation of the history, principles, and practical steps in the development of Community-Oriented Primary Care (COPC), an approach in the delivery of community health care through primary care.

The book consists of two main sections. Section I is composed of eight chapters, and Section II is composed of 16 case studies on community health across the globe.

The first chapter elaborates on the concept of community health and its different levels of determinants. In the second chapter, community interventions are addressed, giving an overall picture of methods and types of interventions and guiding the reader through the process of developing a community intervention. Chapters 3 and 4 are specific to health interventions in primary care, addressing the principles and methods of the community-oriented primary care (COPC) approach. Chapter 3 also presents the history and origin of COPC in South Africa and follows it through its development in Jerusalem and beyond, in different countries. These two chapters have special significance because they present an approach in the delivery of care that started in the 1940s in a rural deprived area but has relevance today, considering the widespread disparities in health and inequities in the delivery of health care in many populations. Chapter 4 details the steps in the process of developing COPC programs.

Chapter 5 develops a new concept, that of community-oriented public health (COPH), which applies population health principles in the context of the community's health. It includes a comparison of traditional public health and COPH, and it highlights how COPH differs from COPC.

Chapters 6 and 7 deal with basic features of community health. In Chapter 6, community participation in health care is presented, related to the maintenance and improvement of individual and community health. A framework for the development of community participation in community health care, together with a monitoring framework, is

suggested. Chapter 7 analyzes the fragmentation of health services, its negative effects, and the factors responsible for its prevailing situation in different health systems. Various approaches of integration and a framework for integration in community health care are suggested. Chapter 8 deals with epidemiology as a tool in community health and community health care from needs assessment to evaluation and for assessing health information.

Section II describes the global experience of community health and community health care. The 16 case studies examine varied conditions and situations from a variety of places and health systems in developing, transitional, and developed countries.

The book aims to respond to the increasing interest and manifested need to learn and teach public health and community health to undergraduate and graduate students who, potentially, will form the future professional cadre in community health.

We intend for the book to spark the reader's interest, and although it does not provide all the answers to questions that might be asked and does not cover all possible aspects of community health, we hope that it will stimulate further reading, questioning, and a search for answers. The challenges of health services reform and addressing health disparities and inequities may pose more questions than answers. We hope this book will contribute to addressing these issues and to training the public health workforce, as well as contributing to citizens' education in health matters.

Essentials of Global Community Health is an expression of the many years of work, experience, teaching, and learning by the authors, starting in Uruguay, then continuing in Jerusalem and many other parts of the world.



Prologue

Essentials of Global Community Health is a landmark textbook providing health professional students, health professionals, and undergraduates with a practical framework for putting community health into practice. The book is based upon principles of community-oriented primary care (COPC), a step-by-step approach to address health problems in the community. The text provides an abundance of examples of efforts from around the world to apply COPC principles.

Essentials of Global Community Health was written by two of the world's leaders in community health, Jaime and Rosa Gofin. For nearly 40 years the Gofins have been in the forefront of efforts to educate health professionals and citizens about implementing the COPC approach. They themselves have been active in efforts to establish model COPC practices. They have established what is today undoubtedly the largest network of COPC practitioners, including practitioners from every corner of the Earth.

The book is divided into two basic sections. The first is an overview of the content of community health and the COPC approach. The second is a series of structured case studies illustrating the approach in a wide array of settings. The overview is carefully organized to provide the reader with necessary content, complete with illustrative examples, summary tables, plus discussion and review questions to reinforce the material.

The book is ideal as a textbook for health professionals, including clinicians, public health professionals, and administrators. It is also an extremely useful book for future health professionals who want to understand how their future careers might serve communities as well as individuals.

This approach to community health is based upon the COPC principles so well developed by the Gofins and their mentors and colleagues over more than a half century. The book also introduces a recent expansion of these concepts to include a wider focus on the population as a whole through community-oriented public health. The Gofins do a wonderful job of summarizing what has been learned over the last half century and look forward to what needs to be done in the years to come.

I'm delighted that *Essentials of Global Community Health* is now part of our *Essential Public Health Series*. Take a look; I'm convinced you will be equally pleased.

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