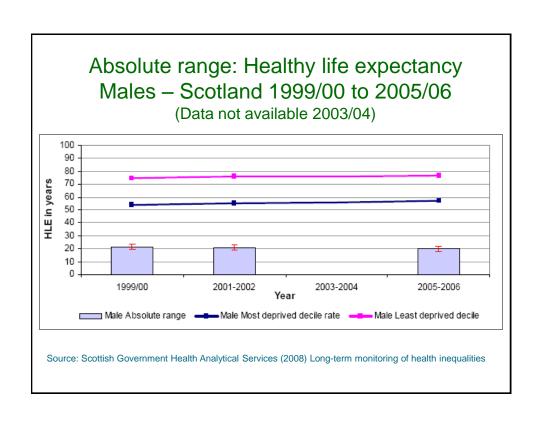
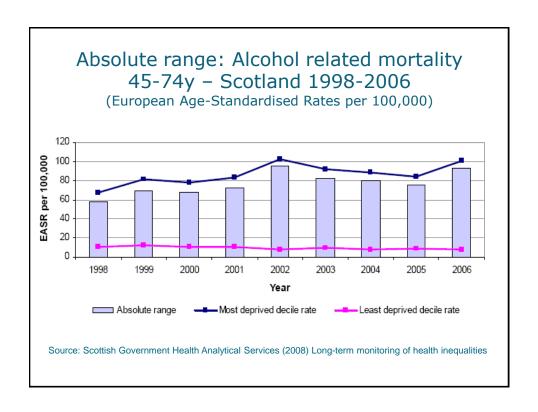
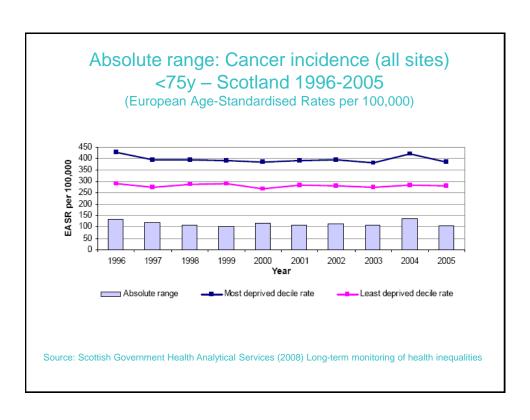
# Tackling cancer inequalities in Scotland

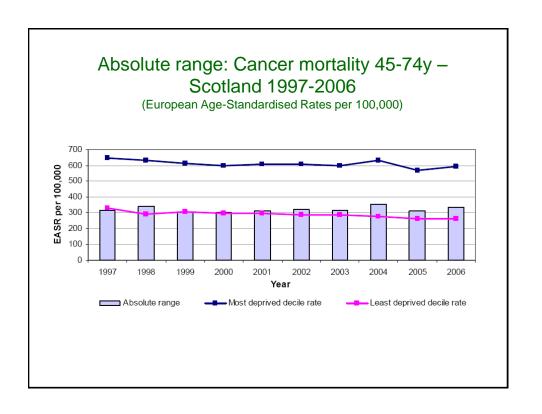
Birmingham 17th June 2010

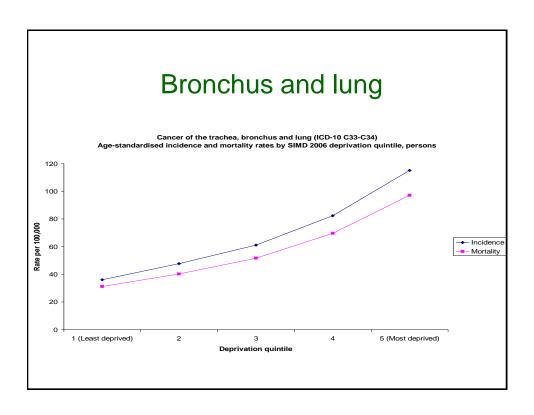
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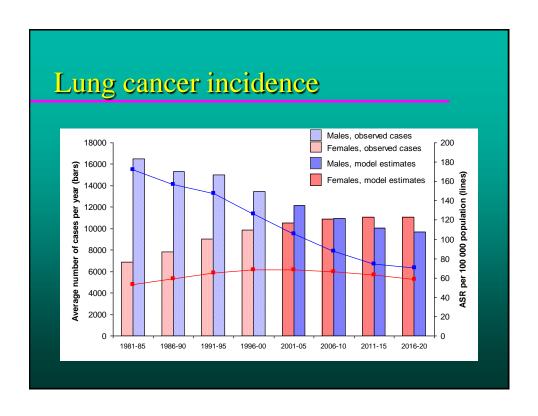


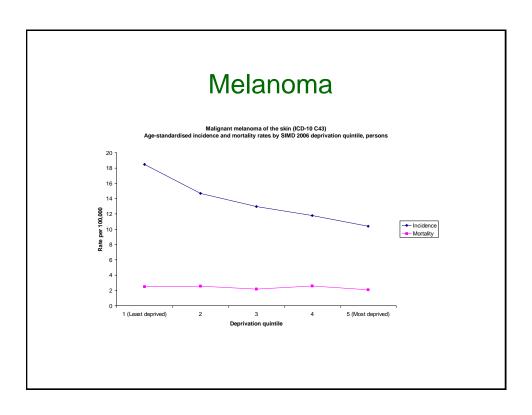


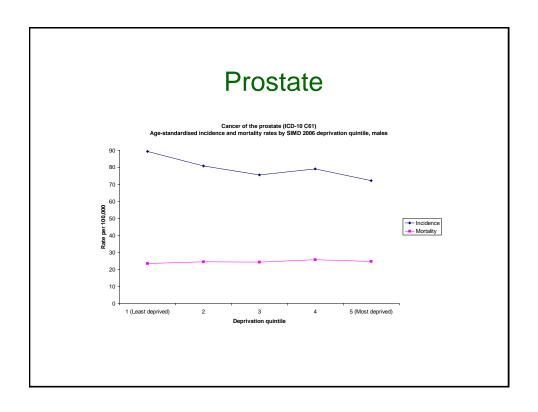


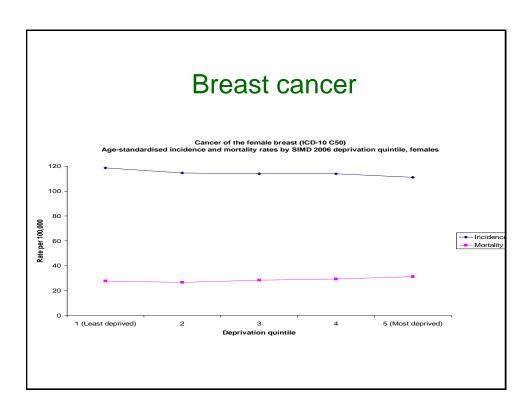


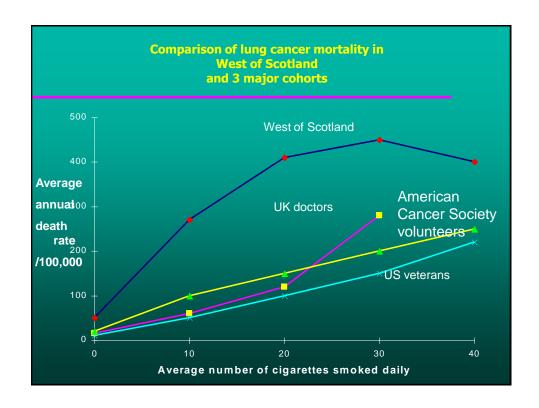


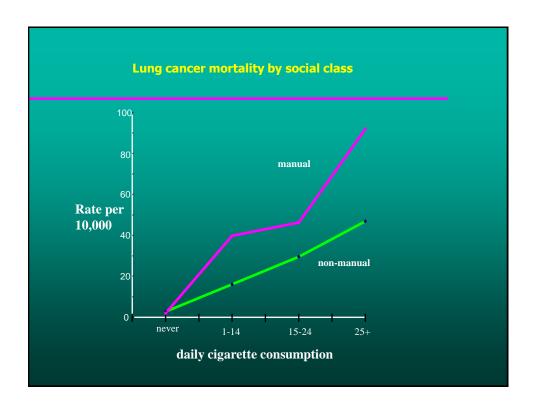


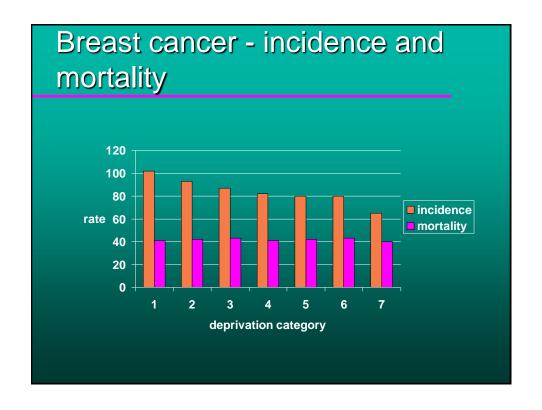


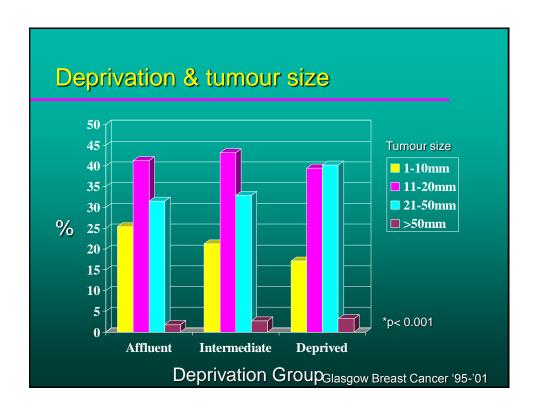


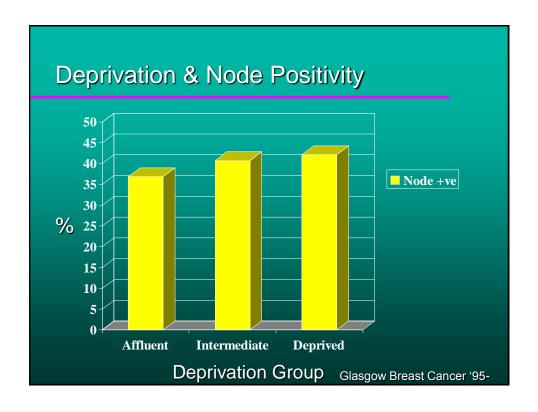


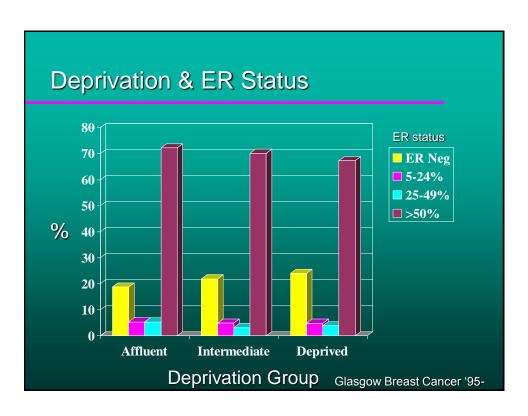


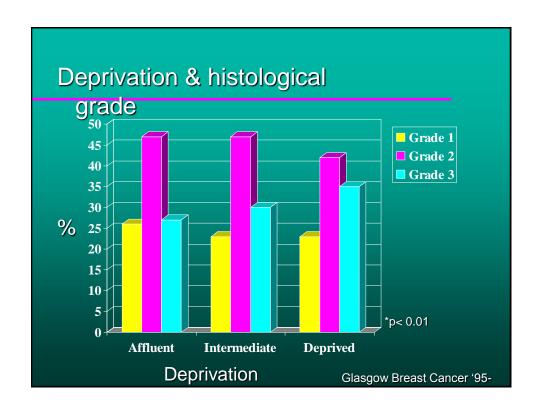


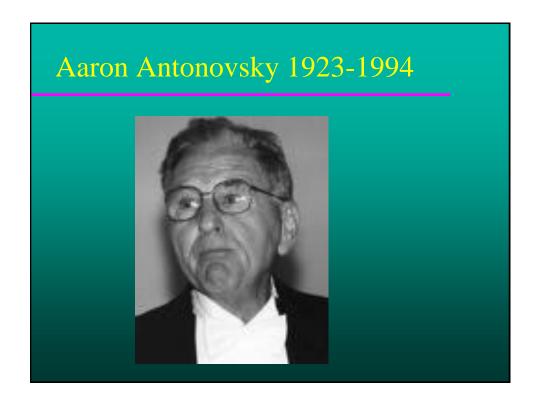












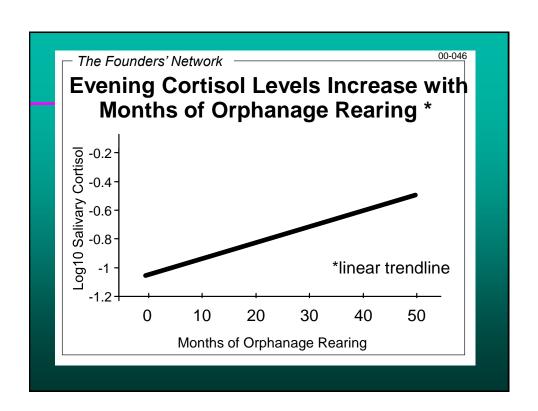


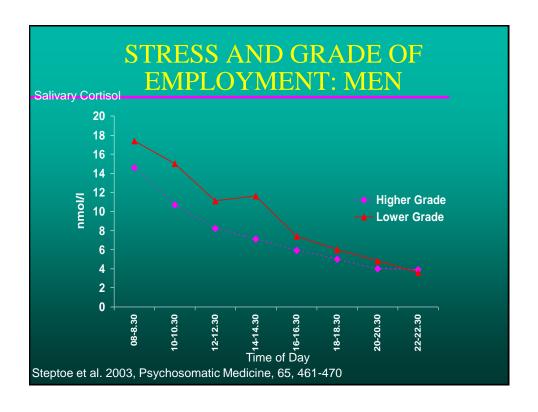
#### Sense of coherence....

".....expresses the extent to which one has a feeling of confidence that the stimuli deriving from one's internal and external environments in the course of living are structured, predictable and explicable, that one has the internal resources to meet the demands posed by these stimuli and, finally, that these demands are seen as challenges, worthy of investment and engagement."

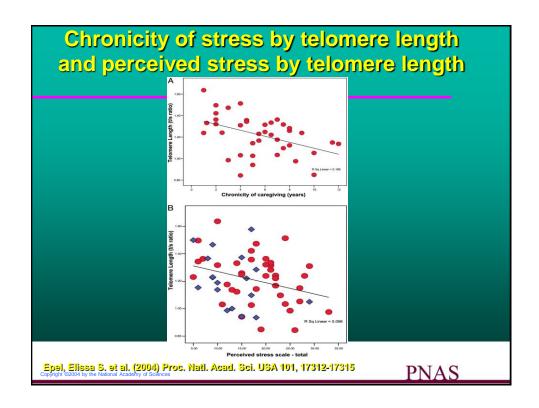
#### For the creation of health....

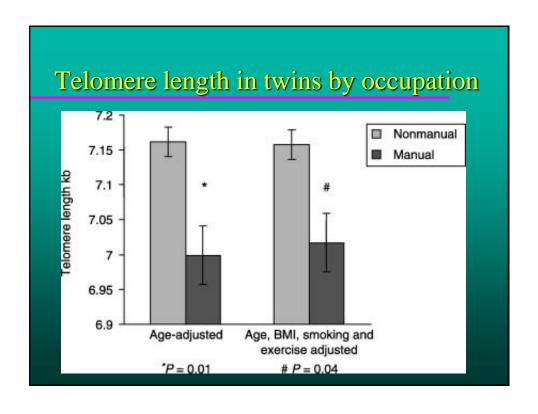
- ....the social and physical environment must be:
- Comprehensible
- Manageable
- Meaningful
- .....or the individual would experience chronic stress

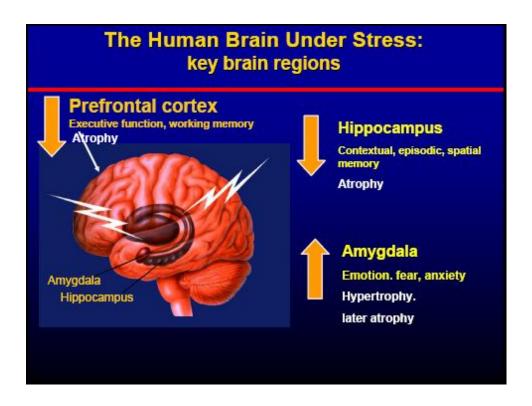




		nmenta matory	ıl determin status	ants of
I	Depcat	% smokers	CRP (med Never-smokers	lian) mg/dl Smokers
affluen	1	36.8	0.71	1.42
	2	35.9	1.00	2.34
	3	39.1	1.11	2.25
	4	44.1	1.21	2.44
	5	46.6	1.13	2.53
	6	49.3	1.25	3.07
deprive	7	55.5	1.48	3.29







#### Health Assets

A health asset is any factor or resource which enhances the ability of individuals, communities and populations to maintain their health and sustain wellbeing. The assets can operate...as protective and promoting facors to buffer against life's stresses

Morgan 2009

### Health Deficits approach

Focuses on problems, needs and deficiencies in a community such as deprivation, illness and health damaging behaviours. It designs services to fill the gaps and fix the problems. As a result, communities can feel disempowered. People become passive recipients of services rather than active agents in their own lives

## The Asset Approach

- Identifies and makes viable the health assets in a community
- Sees citzens as co-producers of their own health rather than passive recipients of services
- Supports individuals health and wellbeing through enhancing skills for resilience, relationships, knowledge and self esteem
- Promotes community networks that can provide caring and empowerment

