

Abstract in Arabic

This research sheds light on the ethics of health promotion at Alain Cribb both theoretically and practically. It focuses on the serious ethical challenges facing today's health promotion, the moral controversy in the philosophical arena, and the role of philosophy, values and ethics in providing decision-makers with philosophical arguments of how to Solving such a large number of ethical dilemmas, such as the lack of funding, the scarcity of resources for health, the limited role of health insurance, the spread of ignorance, health illiteracy and the wrong way of life, and the failure of the government to fight both poverty / In addition to medical errors and the failure of nursing practices, Alan Cribb found that the solution lies in the professionalism and professional ethics of each health worker, implementing the provisions of the Ottawa Charter and the World Health Organization with the promotion of preventive health and primary care through the National Health Service. Financing and poverty, as well as promoting health education to promote the role of health promoters, which aims to promote health in the workplace, while working on the creation of health law for the health professions and in this reform of the health economy and health policy and reform of health service systems.

The problem of research is to solve the mystery of moral and moral conflict between conflicting duties, the obligation to respect the freedom and independence of the patient and the duty to preserve the patient's interest, which we owe loyalty, and who represents the supreme duty.

So, there is a paradox: how does health promotion become ethical, we justify patriarchy, reject the values of freedom, and use morally unacceptable economic utilitarianism?

The most important results of the research :

–Alan Cribb has now introduced real health promotion reforms, policy makers and health workers, and presented a vision for future health promotion in individuals (changing the wrong behavioral patterns of unhealthy food, lack of exercise, drinking alcohol and primary prevention of diseases), and in government and health policies The role of social insurance, health education, the role of health promoters, the role of teaching health ethics in health schools, reforming the health economy and finding a health law to protect the rights of the patient.

Link Alan Cribb between ethics Promoting health and ethics, professional decision making, ethics of well-being and ethics of fighting poverty with the ethics of health promotion in an unbreakable moral bond.

– Alan Cribb links morality and politics as Aristotle did with centuries when linking health promotion with health policy.

–Alain Cribb reached a reconciliation between selfishness and altruism, between freedom and patriarchy in persuasion and informed consent, as well as between utilitarian and cantonal and taking the middle way of providing health services at reasonable prices to solve the conflict between economic interest and the rights of poverty.