

# **HEALTH PROMOTION**

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## **INTRODUCTION**

- Promotion of health living is now recognized as one of the most important elements of community health practice.
- Health promotion programs and activities include many forms of health education, demonstration of healthful practices, and efforts to provide a greater number of health-promoting options.

**Cont....**

- The educational component of health promotion provides individuals with the knowledge, skills and critical awareness that enable them to make voluntary and informed choices concerning personal/social changes to enhance their health.
- The environment component of health promotion, refers to the social, political, economic, organizational policy and regulatory circumstances that have a bearing on health and healthy behavior.

## **DEFINITION**

- Health promotion as a “behaviour motivated by the desire to increase wellbeing and actualize human health potential”

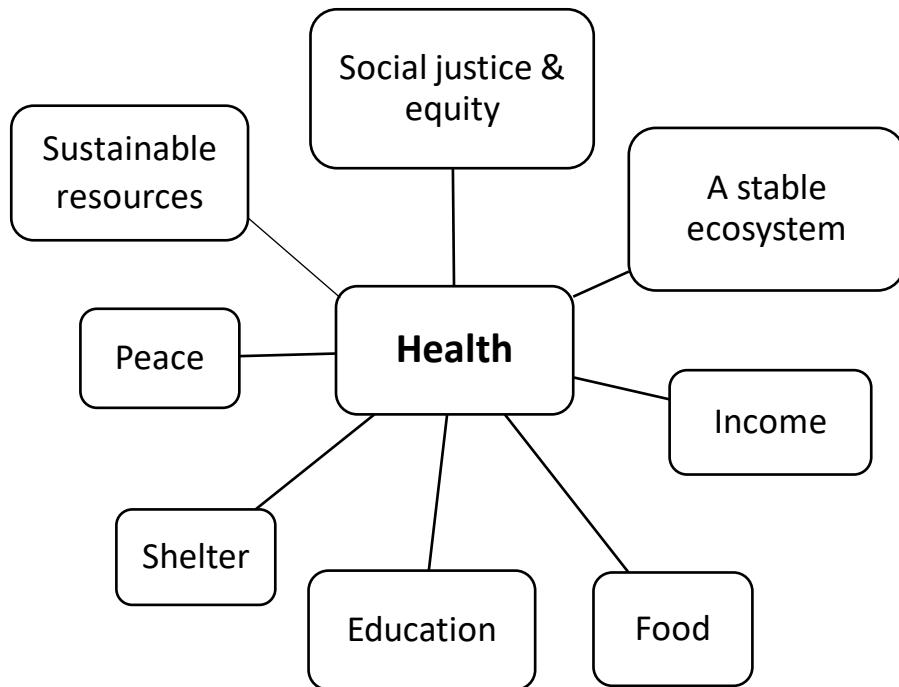
*(Pender, Murdaugh and Parsons, 2006)*

- Health promotion is a process of enabling people to increase control over the determinants of health and thereby improve their health.

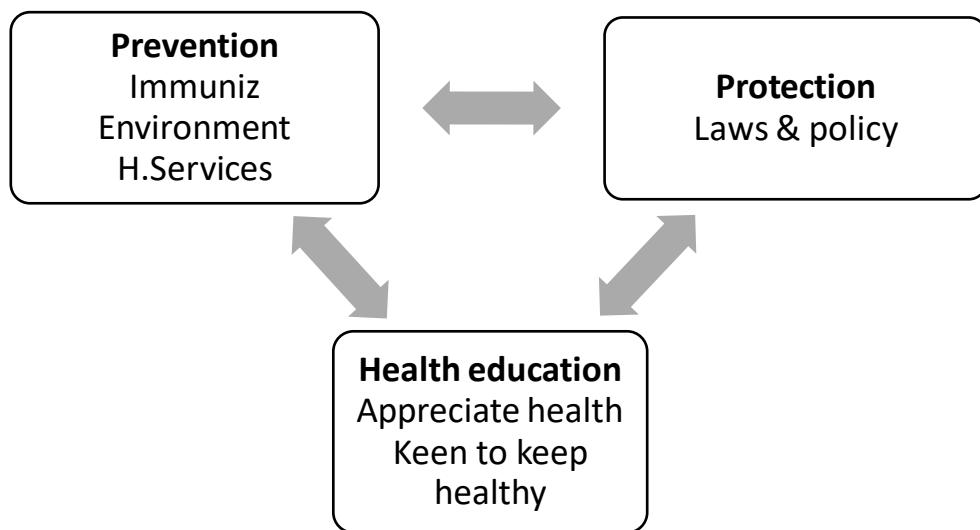
## **PRINCIPLES OF HEALTH PROMOTION**

- It involves the population as a whole in the context of everyday life, rather than focusing on people at risk for specific diseases.
- It is directed towards action on the determinants or causes of health.
- It combines diverse but complementary methods or approaches
- Health promotion aims particularly at effective and concrete public participation

The basic principles for health promotion:



Other approach for health promotion



## OBJECTIVES OF HEALTH PROMOTION

- Informing people
- Motivating people and
- Guiding into action.

## **ROLE AND NEED OF HEALTH PROMOTION**

- It has been well realized that mere spreading of health information or knowledge does not produce lasting effect on health behaviours of people.
- Thus to train people in healthy living or to impart health education one has to motivate them to do things conducive to health or to adopt health practice. Health promotion in this instance, if carried out properly, forms one of the most effective forms of preventive medicine.

## **CAUSES FOR IMBALANCE IN HEALTH CARE**

- Lack of a positive, dynamic and multi dimensional concept of health.
- Social injustice
- Socio economic, cultural, religious and political factors.

## **HEALTH PROMOTION STRATEGIES:**

1. **HEALTH PROMOTION AT INDIVIDUAL LEVEL**
2. **HEALTH PROMOTION AT COMMUNITY LEVELS**

## **HEALTH PROMOTION AT INDIVIDUAL LEVEL**

- **HEALTH PROMOTION IN PRIMARY MEDICAL CARE**
- **HEALTH PROMOTION AT WORKSITE**
- **HEALTH PROMOTION IN SCHOOLS**
- **HEALTH PROMOTION IN HEALTH CARE SETTINGS**

## **HEALTH PROMOTION AT COMMUNITY LEVELS**

- An extensive community health promotion program called PATCH – 'Planned Approach to community health' was launched 1982 in collaboration with state and local health departments.
- The health department partners work with community residents and institutions to define local problems, find priority needs, set measurable objectives, and undertake health promotion programs.

Health cities projects typically work toward five major aims:

- *Establishment of public policies that support health.*
- *Creation of environments supportive to health.*
- *Encouragement of community action for health.*
- *Development of personal skills for health &*
- *Reorientation of health service toward health promotion and a community based health service system.*

## HEALTH PROMOTION INTERVENTIONS

- *HEALTH EDUCATION*
- *ENVIRONMENTAL MODIFICATIONS*
- *NUTRITIONAL INTERVENTIONS.*
- *LIFESTYLE AND BEHAVIOURAL CHANGES*

## Five key principles have guided health promotion strategies

### 1. Health promotion is context driven:

Focuses on health and its underlying social and economic determinants for analyzing socioeconomic, gender and ethnic gaps in health and disease patterns in populations.

### 2. Health promotion integrates the three dimensions of the WHO health definition:

Promoting health means addressing the multi-dimensional nature of health: its physical, social, and mental dimensions (and often, spiritual health).

3. Health promotion underpins the overall responsibility of the state in promoting health. All levels of government have a responsibility and accountability for protecting, maintaining and improving the health of its citizens, and need to include health as a major component.

4. Health promotion champions good health as a public good. Good health is beneficial to the society as a whole, its social and its economic development.

5. Participation is a core principle in promoting health. The participation of people and their communities in improving and controlling the conditions for health is a core principle in promoting health.

## Changing health burden and complex determinants of health

While both developing and developed countries are facing a growing proportion of elderly and a population with more chronic conditions and non-communicable diseases, many developing countries are additionally still faced with infectious diseases. Basically all countries are facing multiple, rather than a single type of health burden.

## **Inequity and health**

- Widening health gaps, within and between societies, are a global concern.
- WHO has appointed the Commission on Social Determinants and Health to take leadership for a process to increase equity in health.

## **The communication revolution**

- Communications for the promotion of health can be powerful and enhance health literacy.
- It also needs to respond to the marketing of unhealthy products and lifestyles.

## **Increasing and expanding democratization**

As many countries are moving towards more democratic development, health promotion focus should drive actions in creating healthy public policies and community empowerment.

## **Globalization**

Globalization is a fact of our time, but ways have to be found to harness its disadvantages and make it health friendly.

## **The threat of war and terrorism**

Health promotion is challenged to be part of efforts of conflict resolution and peace building and all efforts that help to lessen conflicts and confrontations.

## **Framework for action**

*A framework for future action in health promotion can be viewed through the following five dimensions:*

1. **Healthy public policies** Ministries of health have a special responsibility to initiate and orchestrate the multi-sectoral dimension of such policies.
2. **Partners and actors for health promotion**  
Health promotion must be achieved not only by health promotion workers or health personnel, but increasingly through others sectors of society: communities, policymakers, private commercial sector, academic & research community and civic groups and NGO's.
3. **Mechanisms and infrastructures for health promotion**  
Various kinds of mechanisms and infrastructure have proved to be useful and crucial for health promotion. Among them are: re-oriented health systems, human resources for health promotion, mass media and health education.
4. **Key processes for health promotion**  
In the increasingly complex environment with interrelated and interacting

stakeholders, effective actions for health promotion can be better achieved through different processes such as research and applied knowledge production, communication and networking.

## 5. Strategies for health promotion

Experiences exist in various countries making use of legislation, Health Impact Assessment (HIA) and Strategic Environmental Assessment (SEA), social marketing.

# HEALTH PROMOTION TOPICS

## INFANTS

- *Infant parent attachment/bonding*
- *Breast feeding*
- *Sleep patterns*
- *Playful activity to stimulate development*
- *Immunization*
- *Safety promotion and injury control*

## CHILDREN

- *Nutrition*
- *Dental checkup*
- *Rest and exercise*
- *Immunizations*
- *Safety promotion and injury control*

## ADOLECENTS

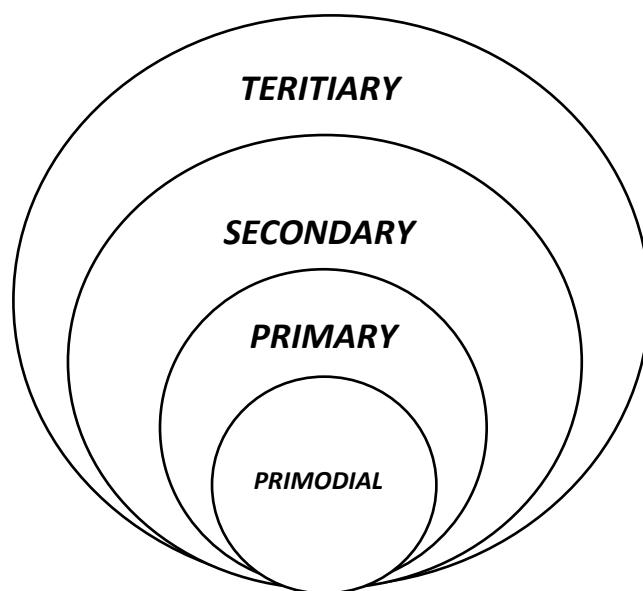
- *Communicating with the teen*
- *Hormonal changes*
- *Nutrition*
- *Exercise and rest*
- *Peer group influences*
- *Self concept and body image*

- *Sexuality*
- *Safety promotion and accidental prevention.*

## **ELDERS**

- *Adequate sleep*
- *Appropriate use of alcohol*
- *Dental/oral health*
- *Drug management*
- *Exercise*
- *Foot health*
- *Health screening*
- *Hearing aid use*
- *Safety precautions Weight control etc.*

## LEVELS OF PREVENTION



## **PRIMODIAL PREVENTION**

### **DEFINITION :**

It is the prevention of emergence of risk factors in population , in which they have not yet appeared.

### **INTERVENTIONS:**

Individual and mass health education

## **PRIMARY PREVENTION**

### **DEFINITION:**

Primary prevention can be defined as action taken prior to the onset of disease, which removes the possibility that a disease will ever occur,

### **STRATEGY:**

- ❖ Population (mass) strategy
- ❖ High risk strategy

### **INTERVENTIONS:**

#### **General health promotion :-**

- health education.
- Environmental modification.
- Nutritional interventions.
- Lifestyle and behavioural changes.

#### **Specific protection:-**

- Immunization (BCG ,DPT, MMR Vaccine)
- Chemoprophylaxis ( tetracycline for cholera, dapsone for leprosy , chloroquine for malaria)
- Use of specific nutrients ( vitamin A for children ,iron and folic acid for pregnant mothers)
- Protection against accidents (use of helmet , seatbelt etc)
- Protection against occupational hazards

- Avoidance of allergens
- Protection from air pollution.

## **SECONDARY PREVENTION**

### **DEFINITION:**

The action which halts the progress of a disease at its incipient stage and complications.

### **INTERVENTION:**

- Early detection.
- Prompt treatment.

## **TERITIARY PREVENTION**

### **DEFINITION:**

All measures available to reduce or limit impairment and disabilities , minimize suffering caused by existing departures from good health and to promote the patient adjustment irremediable conditions.

### **INTERVENTIONS:**

- Disability limitation
- Rehabilitation
- Medical rehabilitation
- Vocational rehabilitation
- Social rehabilitation
- Psychological rehabilitation

### **Problems facing health promotion in developing countries**

- Poverty and consequently the poor living conditions (e.g. poor nutrition, poor housing, environmental degradation) associated with it are major obstacle for improving health of people in developing countries.
- Unless fundamental changes are made to this wider context it will be difficult to make major advances in health promotion.
- *The challenge of reducing poverty cannot be underestimated.*

## **NURSES ROLE IN HEALTH PROMOTION**

- Model healthy life style behaviors and attitudes.
- Facilitate client involvement in the assessment, implementation and evaluation of health goal.
- Teach client health care strategies to enhance fitness improve nutrition ,manage stress and enhance relationships.
- Assist individuals, families and communities to increase their levels of health.
- Educate client to be effective health care consumers .
- Assist clients ,families ,and communities to develop and choose health promoting options.
- Guide clients development in effective problem solving and decision making
- Reinforce clients personal and family health promoting behaviors.
- Advocate in the community for changes that promote a healthy environment.