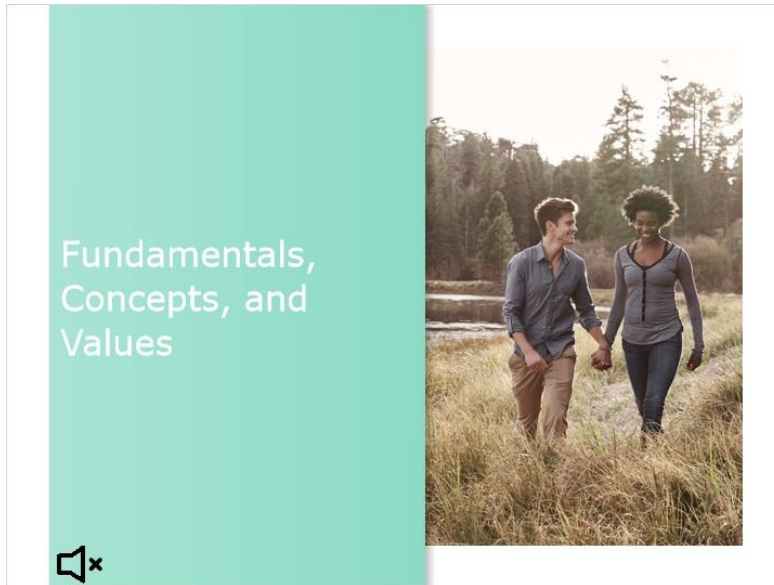


Fundamentals, Concepts, and Values

1. Overview

1.1 Introduction




Notes:

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1.2 Learning Outcomes

Learning Objectives



- Define fundamental concepts and values that guide health promotion practice as it applies to individuals, families, communities, and population
- Identify key elements of health promotion
- Describe settings appropriate for implementation of health promotion interventions

Notes:

In this presentation we will define health promotion practice as it applies to individuals, families, communities, and population. We will identify key elements of health promotion and describe settings appropriate for implementation of health promotion interventions.

1.3 What is Health Promotion



Notes:

Health Promotion has evolved to include the educational, organizational, procedural, environmental, social, and financial supports that help individuals and groups reduce negative health behaviors and promote positive change among various population groups in a variety of settings. Over the last 4 decades, the practice of health promotion has developed as a way of acting on the root causes of health and wellness. While many definitions of health promotion exist, the Ottawa Charter of Health Promotion emerged in 1986 as a predominant framework.

WHO



Button: WHO

The World Health Organization defines health promotion as “the process of enabling people to increase control, and to improve their health. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions”.

Ottawa Charter




Button: Ottawa Charter

The Ottawa Charter defines health promotion as “The process of enabling people to increase control over, and to improve their health. To reach out, a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being. (Ottawa Charter, 1986).

1.4 Health Promotion

Health Promotion



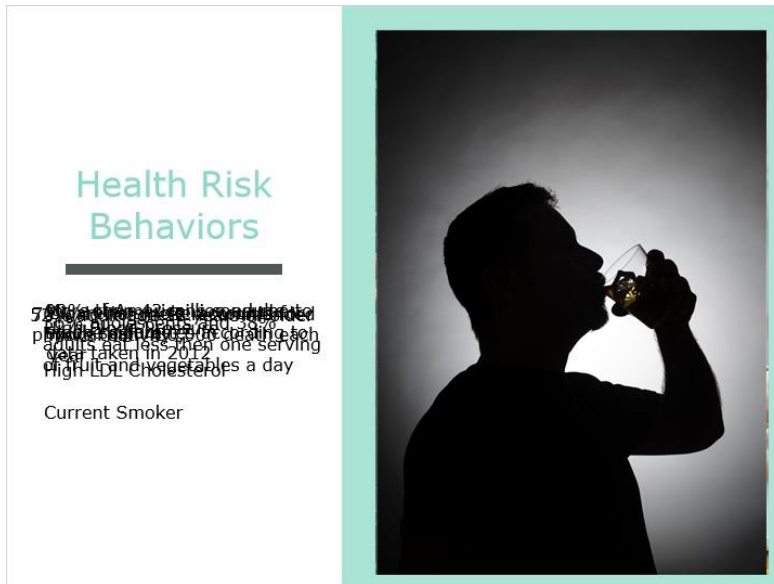
Health Risk behaviors:
(i.e., smoking, drinking, risky sexual behaviors)
Actions that increase their to negative health consequences (i.e., physical inactivity, unhealthy diets)

Effective Health Promotion:
Will help modify behaviors, increase skills, change attitudes, increase knowledge, influence values, and improve health decision making
Programs provide the people with educational, organizational, environmental, financial, and social support (i.e., smoke cessation program)

Notes:

Health promotion programs are designed to help people who are healthy, but engaging in Health Risk behaviors. Health risk behaviors are unhealthy behaviors you can change. Four of these risk behaviors are lack of exercise or physical activity, poor nutrition, tobacco use, and drinking too much alcohol. These health risk behaviors cause much of the illness, suffering, and early death related to chronic diseases. Health Promotion is not simply an information campaign or providing education or opportunities. The easiest and most common program is an information campaign. It is also the least effective. "Just do it" sounds 'good', but doesn't work. We cannot expect people to adopt a healthier lifestyle just because they have been exposed to a health care program. We cannot force people to partake in physical activities because we feel it is good for them.

1.5 Health Risk Behaviors



Notes:

Health risk behaviors are unhealthy behaviors that a person can change. The following are health risk behaviors that cause much of the illness, suffering, and early death related to chronic disease and conditions. Data outlining risk behaviors in the US indicate the following more than half (52%) of adults aged 18 years or older did not meet recommendations for aerobic exercise or physical activity.

In addition, 76% did not meet recommendations for muscle-strengthening physical activity. More than one-third (36%) of adolescents and 38% of adults said they ate fruit less than once a day, while 38% of adolescents and 23% of adults said they ate vegetables less than once a day.

About half of US adults (47%) have at least one of the following major risk factors for heart disease or stroke: uncontrolled high blood pressure, uncontrolled high LDL cholesterol, or are current smokers. 90% of Americans consume too much sodium, increasing their risk of high blood pressure. More than 42 million adults, close to 1 of every 5, said they currently smoked cigarettes in 2012. Cigarette smoking accounts for more than 480,000 deaths each year.

Each day, more than 3,200 youth younger than 18 years smoke their first cigarette, and another 2,100 youth and young adults who smoke every now and then become daily smokers. Drinking too much alcohol is responsible for 88,000 deaths each year, more than half of which are due to binge drinking. About 38 million US adults report binge drinking an average of 4 times a month, and have an average of 8 drinks per binge, yet most binge drinkers are not alcohol dependent

1.6 Why is Health Promotion important?




Notes:

Chronic disease is among the most common, costly, and preventable of all health problems, which include heart disease, stroke, cancer, type 2 diabetes, obesity, arthritis. Chronic diseases associated with unhealthy behaviors, such as unhealthy diets, caloric excess, inactivity, and obesity are the greatest public health problems in most countries of the world. The increasing incidence of chronic diseases causes approximately 60% of the 56.5 million reported deaths globally. Contributes to approximately 46% of the spread of disease worldwide. These estimates are expected to rise to 73% and 60%, respectively, by 2020.

1.7 Health Promotion Values

Health Promotion Values




Empowerment	Inclusion
Equitable Access	Respect

Notes:

Values that guide how health promotion practitioners work with individuals, groups and communities to address health issues include empowerment, equitable access, inclusion, and respect. Take some time and review each these values.

Empowerment

Health Promotion Values



Empowerment

Inclusion

Equitable Access


Respect

Button: Empowerment

Wallerstein states that three conditions that contribute to empowerment are social networks, community participation and community competence (Wallerstein,1993). Positive health impact in community interventions that promote these conditions is associated with increased levels of social support; enhanced coping capacities; increased Life satisfaction; and, decreased susceptibility to illness

Equitable Access

Health Promotion Values



Empowerment

Inclusion

Equitable Access

Respect

Button: Equitable Access

As income determines living conditions such as safe housing, affordability of nutritious food, and greater control over stressful life circumstances, lower income individuals are more likely to die younger and suffer more illness than individuals with higher income regardless of age, sex, race or place of residence. - a process through which people gain greater control over the decisions and actions affecting their health. Equitable access to food, income, employment, shelter and education is associated with achieving good health.

Inclusion

Health Promotion Values



Empowerment

Inclusion

Equitable Access


Respect

Button: Inclusion

Inclusion is a term familiar to most of us. At some point, we have all felt included or excluded from our social networks or communities. People who are excluded do not have the opportunity to reach the health, social and economic benefits of full participation in communities and society. Exclusion from health promotion networks is often reported in marginalized populations whose healthcare needs are unique in 10 comparisons to the general population. In health promotion practice, we strive to work with members of marginalized groups who face systemic barriers to good health to ensure that everyone has a voice in decisions that affect their health.

Respect

Health Promotion Values



Empowerment

Inclusion

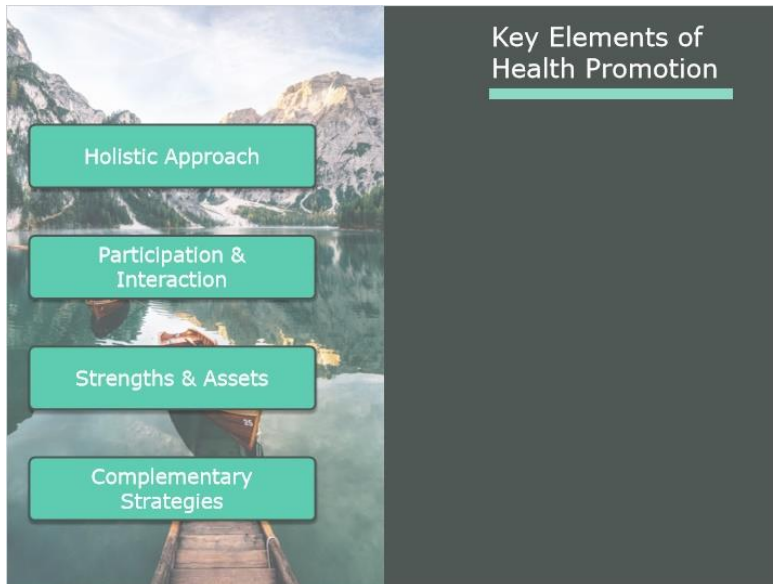
Equitable Access

Respect

Button: Respect

Respecting a diverse range of viewpoints, cultures and perspectives is an important prerequisite for building sustainable relationships, the basis for action to achieve shared healthcare goals.

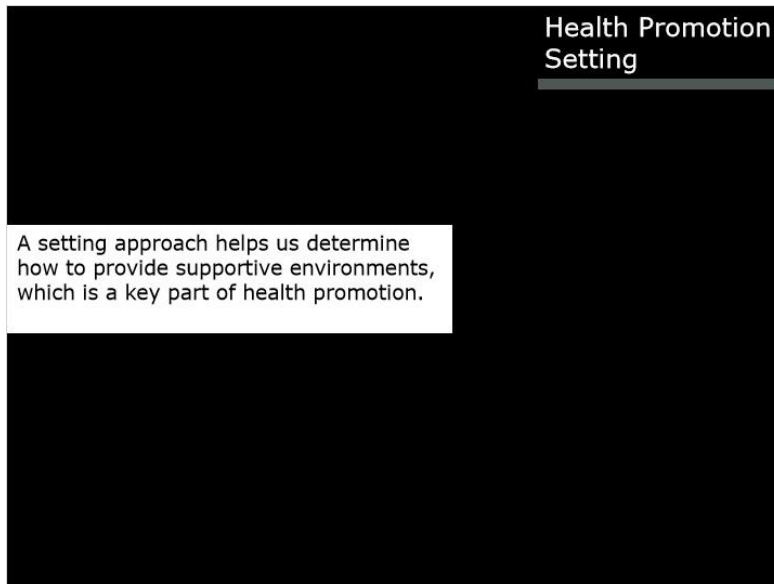
1.8 Key elements of Health Promotion



Notes:

Health promotion practitioners address health issues by doing things with people, rather than for them, focusing in active participation and collaboration. Supporting people to take greater control over the conditions that affect their health is perhaps the most important element of health promotion. It embodies the values introduced earlier empowerment, equitable, inclusion and respect. Whenever possible, health promotion practice builds on existing and positive factors that promote the health of individuals and communities. Strengths or assets may include strong community leaders, existing programs and services, strong social support networks, or community institutions and events that bring people together.

1.9 Health Promotion Setting



Notes:

Settings in which people live, love, work, learn and play helps us to understand health behavior and implement appropriate health promotion interventions. As Nursing students, we become familiar with common settings where nursing care may be provided. As nurse practitioners and nurse educators, we develop skills and broaden our knowledge to help us understand further health behavior, the level of care needed by individuals, and which health promotion interventions are adequate based on a settings approach.

1.10 Family

Family

Home and family are influenced by internal factors such as the cultural norms, values and traditions of the people within it.

External factors such as employment status and neighborhood safety also influence home & family.
Home and family considerable impact on health



Notes:

The family dynamic plays a vital role that determines health beliefs, attitudes, practices, and how we cope with stress and illness. This dynamic is generally the primary influence shaping who we are as individuals, including our attitudes and beliefs towards health. Awareness of both internal and external factors by individuals and groups is paramount to understanding how to define the family dynamic.

1.11 School



School

The most formative and impressionable years are spent in school settings, where peer relationships that have profound influences attitudes and behaviors are formed.

These relationship have the potential to build confidence and self-esteem. The school is an extremely important forum for health promotion.


Formal and informal learning takes place in the school setting: nutrition, physical activity, sexual health/behavior, and substance use.

Notes:

Health promotion programs in schools have the potential for enormous impact. Children and youth spend a large amount of time in school. Also, the most formative and impressionable years are spent in school settings, where peer relationships that have profound influences on attitudes and behaviors are formed. These relationships have the potential to build confidence and self-esteem. The school setting can also have the opposite effect, when youth are subjected to bullying, ostracism or peer pressure to conform.

Both formal and informal learning takes place in the school setting, regarding nutrition, physical activity, sexual health behavior, and substance use. For this reason, the school is an extremely important forum for health promotion. Health promotion programs in schools have the potential for enormous impact. A great example of this is the CDC's "Healthy Kids, Successful Students, Stronger Communities" initiative.

1.12 Workplace



Workplace

The focus of workplace health promotion is increasingly moving to social aspects of health and mental health.

Identifying the root causes affecting physical and mental health.

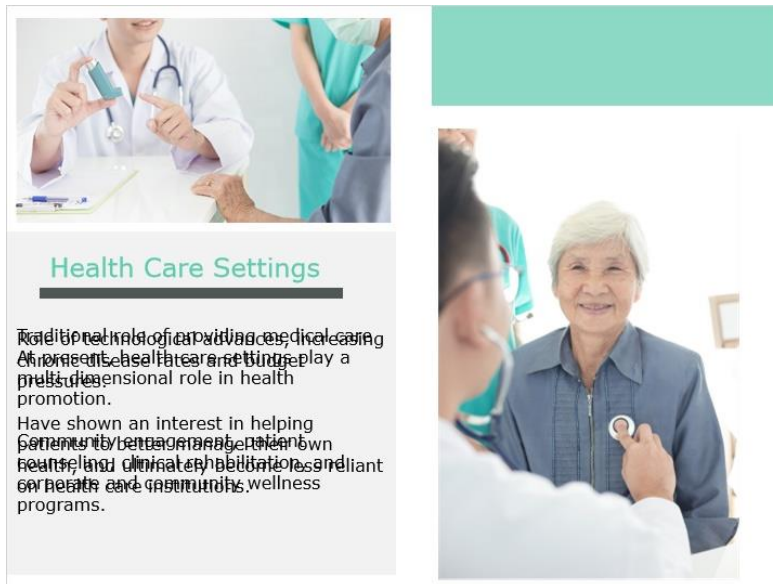
The development of equitable, safe and supportive working environments.

Largely influenced by organizational management, and policy development

Notes:

In developed countries, technological innovations, globalization, mechanization of manual labor and increased controls on environmental workplace hazards, have changed the nature of workplace health promotion. The focus of workplace health promotion is increasingly moving to social aspects of health and mental health; which seeks to identifying the root causes affecting physical and mental health in the workplace and provide an equitable, safe and supportive working environments

1.13 Health Care Settings



Health Care Settings

Traditional role of providing medical care. At present, health care settings play a multi-dimensional role in health promotion. Have shown an interest in helping patients to better manage their own health, and ultimately become less reliant on health care institutions. wellness programs.

Notes:

In addition to the traditional role of providing medical care; health care settings now play a multi-dimensional role in health promotion. Which now includes community engagement, patient counseling, clinical rehabilitation, and corporate and community wellness programs. These new health promotion roles along with technological advances, increasing chronic disease rates and budget pressures. Have spawned an interest in helping patients to better manage their own health, and ultimately become less reliant on health care institutions.

1.14 Community



Community

Advantages and Disadvantages- Community Setting

- 1) can offer resources, social support and tools that enhance an individual's ability to live a healthy life.
- 2) may reinforce structural inequalities within society, leaving marginalized

Notes:


The community offers resources, social support and tools that enhance an individual's ability to live a healthy life. The community may also reinforce structural inequalities within society, leaving marginalized individuals and groups in disadvantage positions.

1.15 Knowledge Check

KNOWLEDGE CHECK

A settings approach is important in health promotion because?

- It helps health promoters understand the dynamics and complex causes of a health issue in a particular location.
- Social environments are a key determinant of health.
- Physical environments are a key determinant of health.
- All of the above.



No Audio

1.16 Population Health



Population Health

The health of the population, measured by health status indicators.”
Influenced by physical, biological, behavioral, social, cultural, economic, and other factors.

May also refer to the health status of a subset of the population, or to the level with which population aspires.

Primary interventions associated with a population health approach

- Societal-level policies
- Mass population interventions
- High-risk approach

Notes:

Population health is an approach to health that aims to improve the health of an entire human population. Population health also refers to the health status of a subset of the population, or to the level to which the population aspires. It is influenced by multiple factors including physical, biological, behavioral, social, economic, and cultural. Primary interventions associated with a population health approach include the following listed here. The effectiveness of these approaches is monitored through large-scale population health status survey.

1.17 Chronic Diseases



Notes:

Focuses on preventing chronic diseases such as heart disease, cancer, stroke or diabetes that contribute to premature mortality. The level of prevention can be broken down to primary, secondary, and tertiary prevention, click on each

Primary Prevention

X Chronic Diseases

Primary prevention will performing this action prevent the disease or condition from occurring?

- Youth violence and bully prevention
- Personal safety (encouraging the use of seatbelts, bike helmets)
- Disease prevention (counseling about safer sex practices, sunscreen, Vaccinations, chemoprophylaxis)
- Healthy lifestyle (exercise, diet)
- Providing information on accident and fall prevention
- Tobacco control programs

Primary Prevention Secondary Prevention

Tertiary Prevention

Performing this action prevent the disease or condition from occurring.

Secondary Prevention

X Chronic Diseases

Secondary prevention does it involve screening asymptomatic individuals for a disease to detect it early, and with early intervention achieve a better outcome than with later detection and treatment?

- Any lab test to screen for disease (cbc for anemia, test for thyroid)
- US Task Force recommendations screening examinations- mammography and PAP smears, testing for hearing loss
- BP measurements to detect HTN and lipid profile to rule out hyperlipidemia
- Breast self exam, testicular exam

Primary Prevention Secondary Prevention

Tertiary Prevention

Involves screening asymptomatic individuals for a disease to detect it early, and with early intervention achieve a better outcome than with later detection and treatment.

Tertiary Prevention

X

Chronic Diseases

Tertiary prevention are these interventions implemented after a disease or condition is evident, limiting further harm and disability?

Rehab (cardiac rehabilitation after MI) support groups, education (SE from meds, insulin, how to use equipment)

Primary Prevention

Secondary Prevention

Tertiary Prevention

These interventions are implemented after a disease or condition is evident and are carried out to limiting further harm and disability.

1.18 Summary

SUMMARY

- 1 Define fundamental concepts and values that guide health promotion practice as it applies to individuals, families, communities, and population

- 2 Identify key elements of health promotion.

- 3 Describe settings appropriate for implementation of health promotion interventions



Notes:

In summary, we have discussed health promotion, health risk behaviors, health promotion values, key elements of health promotion, population health and levels of prevention. It is very important for you to know and be able to apply levels of prevention. As a bedside nurse you may think applying heel boots to prevent decubitus as a primary prevention. However, this is a secondary prevention because they already have a problem and you are trying to prevent complications of impaired circulation.

1.19 End of Presentation



Notes:

No Audio