

Al Aameed University
College of Nursing
Subject: Health Promotion
Stage: Fourth
Lecture: 1



Foundations of Health Promotion

Assist lect. Ehab A. Hayder

Objectives

At the end of lecture the student will able to:

1. Define the concepts of health promotion .
2. Identify the action areas for health promotion.
3. Describe the community health nurse's role in health promotion .



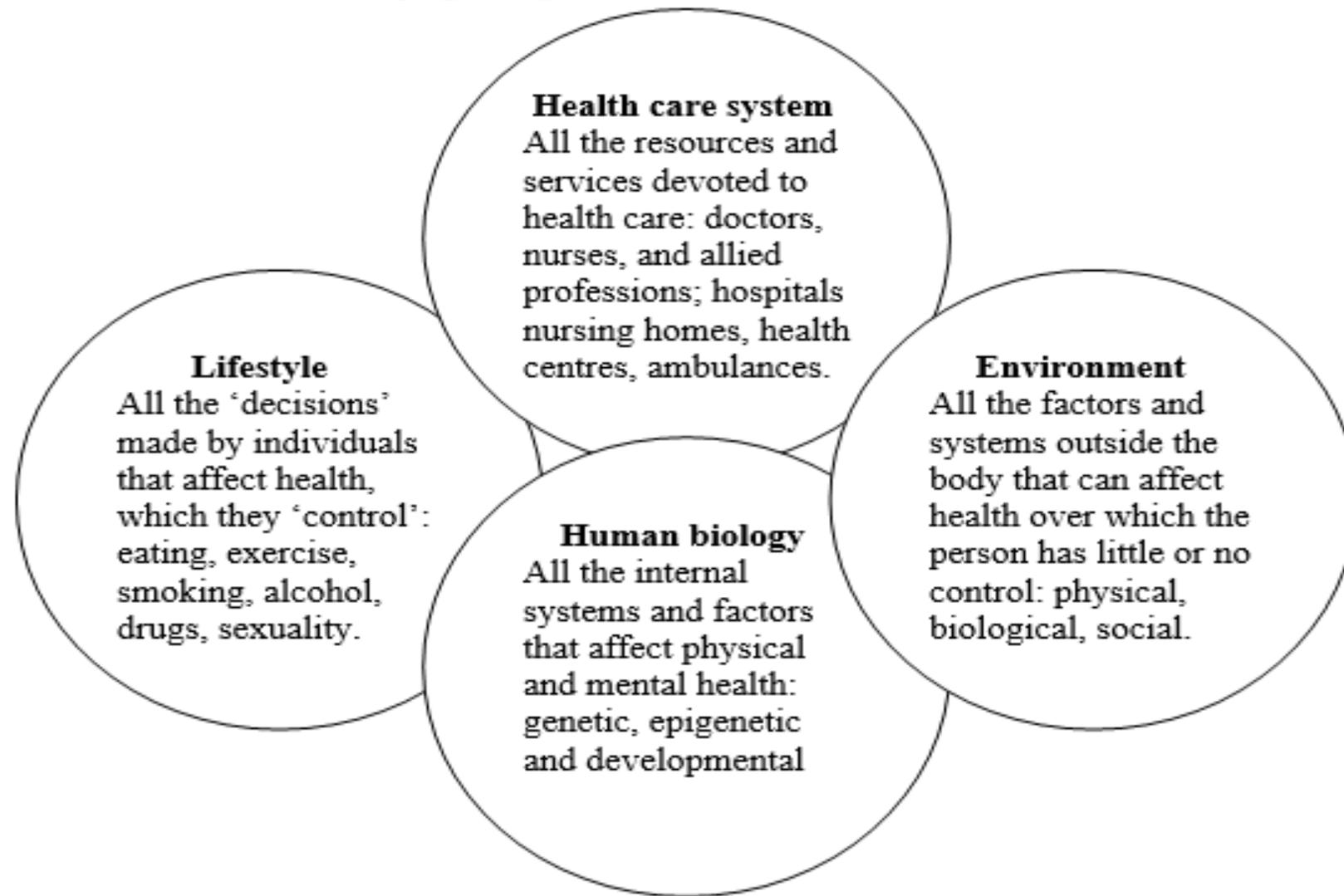
Figure :Illness-health-wellness-continuum

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. (**WHO**)

❖ **Or is a state of balance between illness and wellness.**

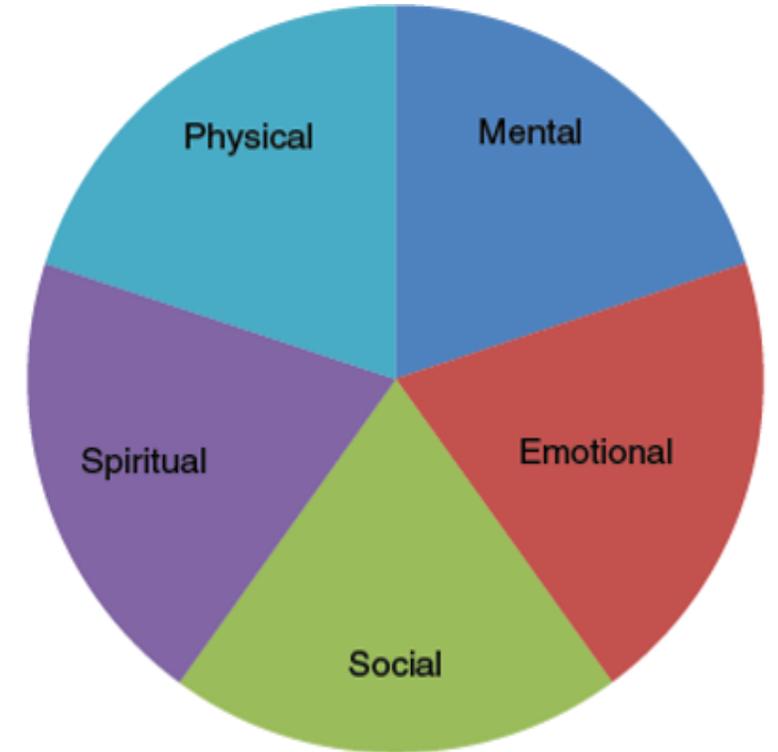
WHO defines **wellness** as “the optimal state of health of individuals and groups,” and wellness is expressed as “a positive approach to living.”

Health Field Concept



What is the five health dimensions?

- **Mental health:** being able to think clearly and adapt to different situations.
- **Emotional health:** being able to recognize, express and manage emotions such as anger and fear.
- **Social health:** being able to form and maintain relationships.
- **Physical health:** having energy , vitality and feeling well.
- **Spiritual health:** being able to be at peace with oneself and find calm.



Concepts of Health Promotion

Illness: is a response of the person to disease or an abnormal process in which the person's level of functioning is changed compared with a previous level.

Types of illness :

1. **Acute illness:** Generally has a rapid onset of symptoms and lasts only a relatively short time often only a few days or weeks
e.g.: diarrhea, flu.
2. **Chronic illness:** develop slowly and may worsen over an extended period of time—months to years
e.g.: diabetes mellitus, hypertension, arthritis.

Sickness: It determines whether a person is entitled to treatment, economic rights, and exemption from social duties, such as work (sick leave, sickness absenteeism).

Disease :defined as the failure of a person's adaptive mechanisms to counteract stimuli and stresses adequately, resulting in functional or structural disturbances.

Disease prevention: focuses on the reduction of disease and its severity, by modifying the environment, behaviors, or bodily defenses in order to eliminate, slowing, or changing a disease process.

Health protection: Those that protect people from problems that expose them to hazard (specific protection).

Health education: Is any combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes (WHO).

public health: organized efforts to promote the health of the community as a whole through measures such as identifying health problems, creating public policies, and ensuring access to cost-effective care.

Knowledge : An intellectual acquaintance with facts , truth , or principles gained by sight , experience , or report.

Attitude : Manner , disposition , feeling toward a person or thing.

Skills : The ability to do something well , arising from talent , training , or practice .

Belief: Acceptance of or confidence in an alleged fact as true without positive knowledge or proof; a perceived truth.

Values : Ideas , ideals , customs that arouse an emotional response for or against them.

Behaviors Change : Is a process of working with individuals , families and communities through different communication channels , to promote positive health behaviors , and support an environment that enables the community to maintain positive behaviors taken on .

What is health promotion?

Health promotion: is the process of enabling people to increase control over their health and its **determinants**, and thereby improve their health.

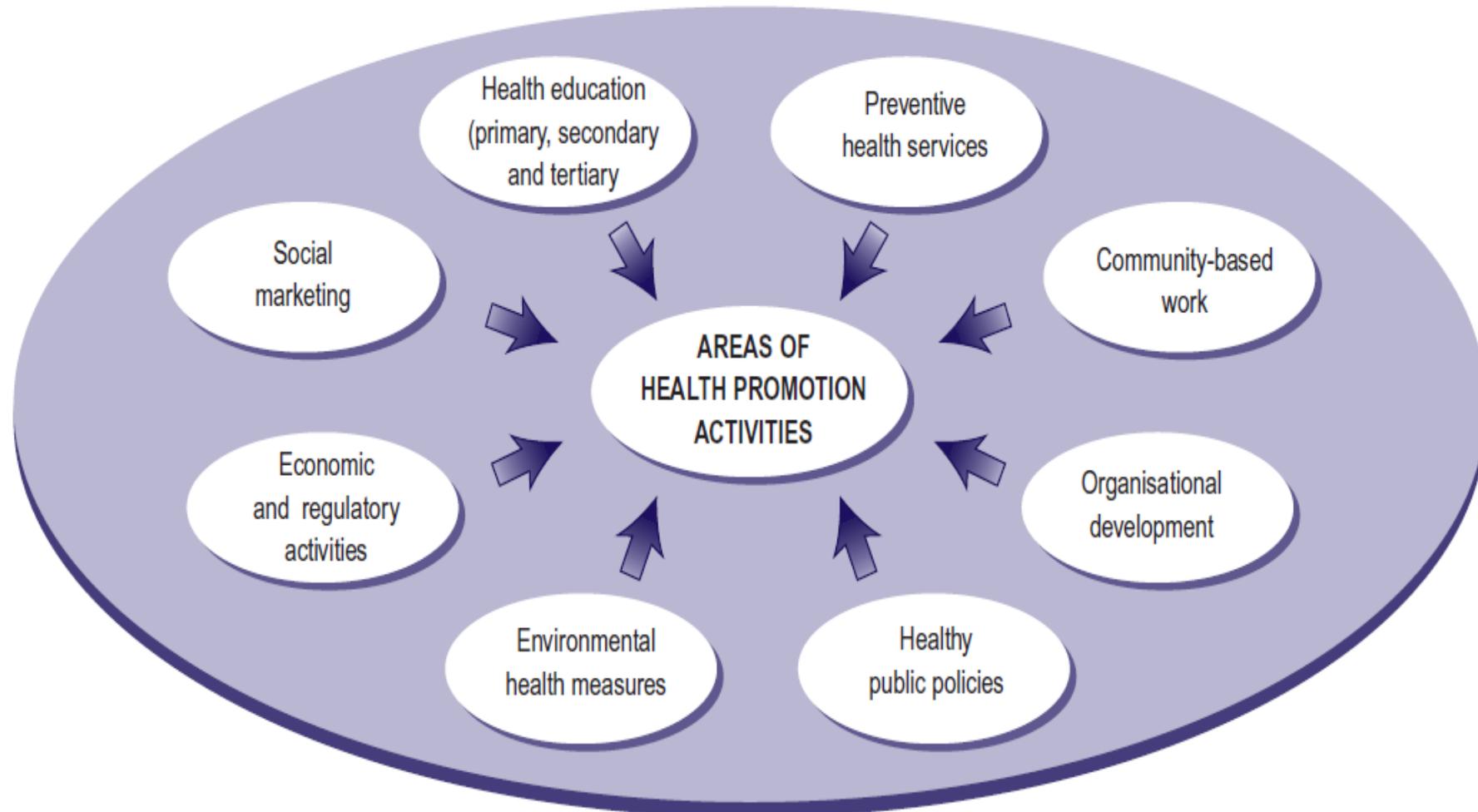
Major Determinants to Health

- Social Determinants
- Economical Determinants
- Environmental Determinants

important of health promotion?

1. Health promotion improves the health status of individuals, families, communities, and nation.
2. enhances the quality of life for all people.
3. reduces premature deaths.
4. By focusing on prevention, health promotion reduces the costs (both financial and human) .

Areas of health promotion activities



The WHO's 5 key concepts for health promotion

- Healthy public policy: is the process of trying to ensure that all areas of policy (not just health services) are favourable to health
- Supportive environments for health: where action to improve health is directed at the settings of people's everyday lives - homes, neighbourhoods, workplaces.

The WHO's 5 key concepts for health promotion

- Community action for health: is where local people come together to share their health concerns, and support each other in improving their own circumstances.
- personal skills for health: focus on what it takes for individuals to deal with the changes and challenges of their lives, to manage stress and emotions in creative and adaptive ways

The WHO's 5 key concepts for health promotion

- Reorienting health services: is about achieving services that bring practitioners together with a focus on the needs of the whole population and an emphasis on positive health gain.

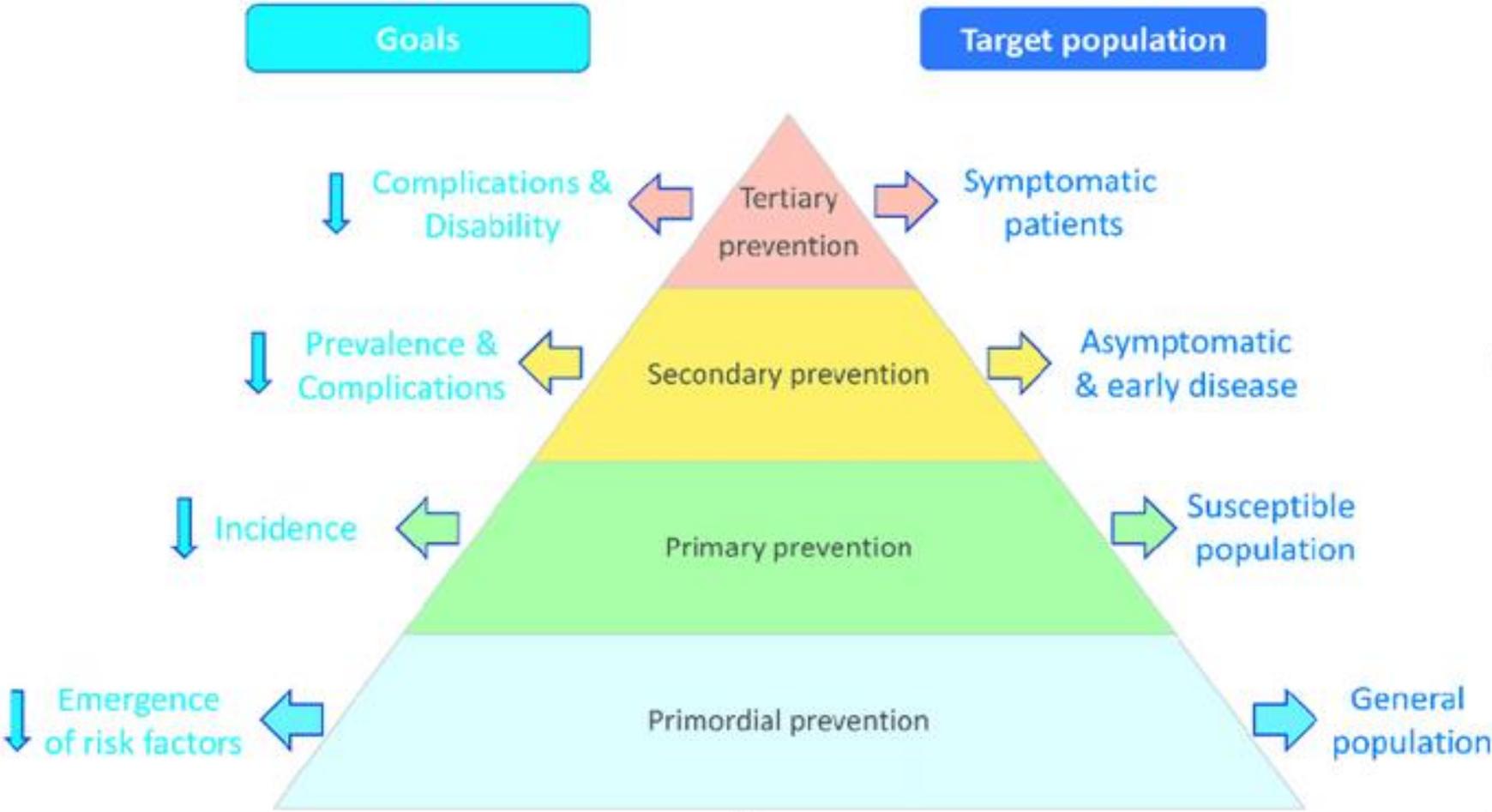
Major Challenges in the implementation of Health Promotion

- Poor definition of expected health outcomes, specific factors and conditions to be influenced through health promotion;
- Lack of health promotion policies and guidelines for the coordination of different methods and approaches;
- Inadequate capacity (especially in human resources) to develop, implement and evaluate health promotion programs and activities;

Major Challenges in the implementation of Health Promotion

- Insufficient intra- and inter-sectoral collaboration at national and regional levels;
- Limited operational research and dissemination of information on good practices in health promotion;
- Lack of appropriate linkages between health promotion and the delivery of health services;

Levels of prevention



Levels of prevention

1. primordial prevention

Aim to avoid of social , economic and cultural patterns of living that contribute to elevated risk of disease.

e.g.: In coronary heart disease need national policies and programs on

- Nutrition, discourage smoking and promoting physical activity.

*Also its needed in respect of the global effects of air pollution (green house effect, acid rain, ozone layer depletion)

2. Primary Prevention: Action taken to prevent a disease in a person who is well

Aim to limit the **incidence** of disease by controlling causes & risk factors

Strategies:

- Vaccinations
- altering risky behaviors (poor eating habits)

Criteria of primary prevention :

- 1 - Primary prevention usually the least expensive intervention
- 2 - provides the greatest benefits

2. **Secondary Prevention:** screening to identify diseases in the earliest stages, before the onset of signs and symptoms, through measures such as mammography for breast cancer and regular blood pressure testing.

- **Aim** to reduce the **prevalence** of disease.

3. Tertiary Prevention: managing disease post diagnosis to slow or stop **disease progression** through **measures** such as

- Chemotherapy
- Rehabilitation

e.g.: Rehabilitation of patient with poliomyelitis ,strokes and injuries to prevent deterioration of person's condition & minimizing the lose of function .

Community health nurse's role in H.P :

1. Assist people & groups in taking actions that promote & maintain health and wellness.
- 2 . Use the nursing process to promote health and prevent disease in the community
- 3 . An advocate for health.
- 4 . Assisting individuals & groups in assessing their level of wellness
- 5 . Provide health education & options for health care .
- 6 . Helps clients establish goals for lifestyle changes .

