

**Al Aameed University**  
**College of Nursing**  
**Subject: Health Promotion**  
**Stage: Fourth**  
**Lecture: 4**



# **Health Promotion Model**

**Assist lect. Ehab A. Haider**

- **Theory** is a set of interrelated **concepts**.
- Theory uses facts, definitions, and propositions to specify relationships among variables.
- **Model:** A visual representation of the concepts that work together to become a theory

# Nursing theories:

- Health Belief Model (HBM): developed in the 1950
- Protection Motivation Theory: developed in 1975
- Theory of planned behavior: developed in the 1985
- Transtheoretical Model of Behavior Change (TTM)
- Health Promotion Models

# Importance of nursing theories:

- Nursing theory aims to describe, predict and explain the phenomenon of nursing.
- It provides the foundations of nursing practice.
- It share in developing knowledge.

## Nola J. Pender



- Michigan University Bachelors-**1964**
- Michigan University Masters-**1965**
- Northwestern University, PhD -**1969**
- Co-founder of Midwest Nursing Research Society
- Professor Emerita: Michigan University School of Nursing

### **Interests:**

- Physical activity
- Adolescent health
- Health promotion
- Health behavior

# Influences of Pender's philosophy

## **Personal experiences**

- Family support of her going to school to become a Registered Nurse.

## **Educational experiences**

- Master's degree in human growth and development
- PhD in psychology and education

# INTRODUCTION

The health promotion model (HPM) offered by Nola Pender (1982) was designed to be “complementary to models of health protection.”

**(HPM) describes the multi-dimensional nature of persons as they interact within their environment to follow health.**

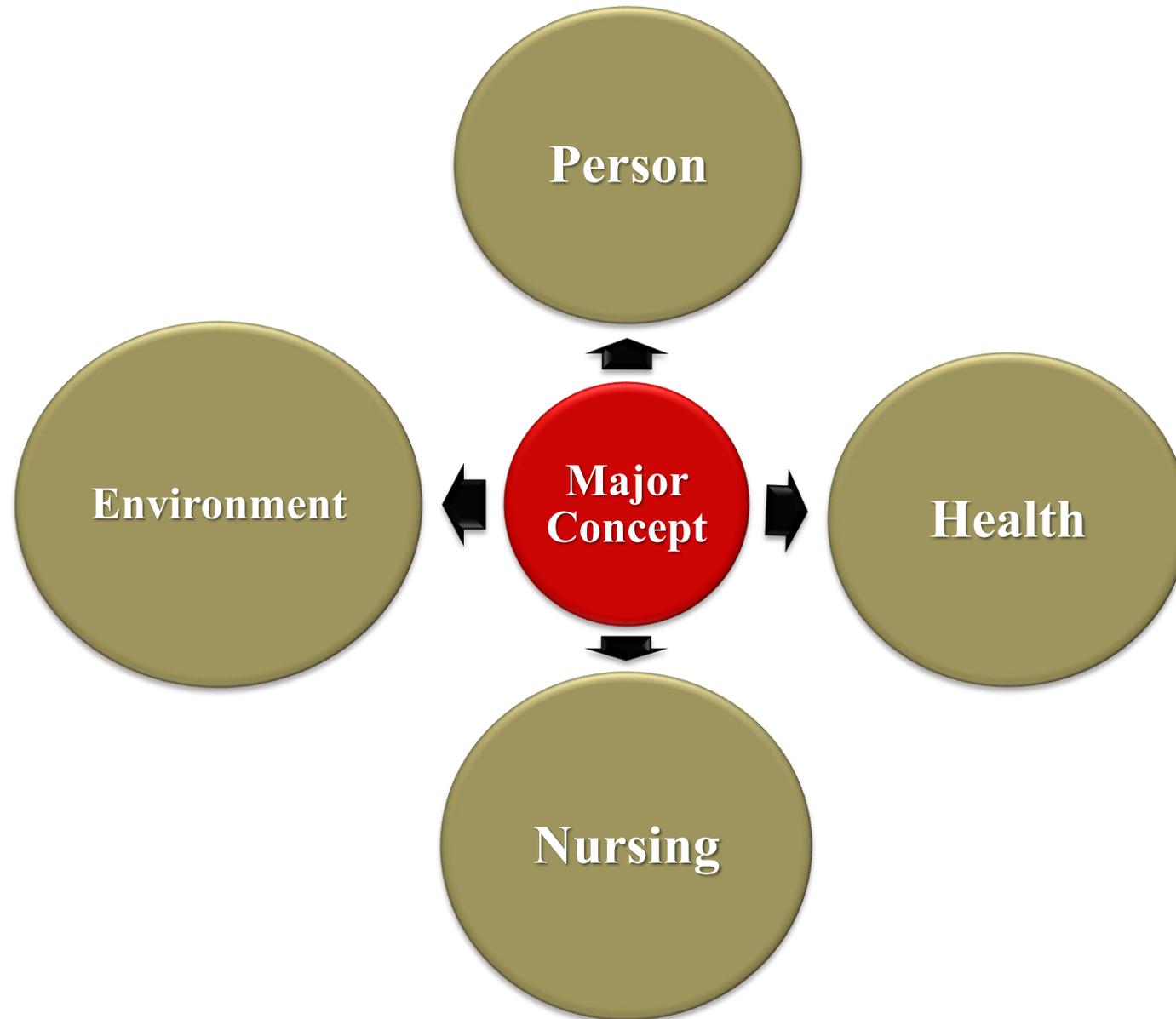
# Health Promotion Model

## **Health promotion**

- o Behavior motivated**
- o Desire to increase well-being**
- o Approach to wellness**

## **Health Protection**

- o Behavior motivated**
- o Desire to avoid illness**
- o Maintain function if illness exists**



## Person

Persons are responsible to create **healthy choices** for own human health potential.

## Environment

The individual creates an environment to **follow up and maintain for optimal health**

## Health

defines health as a **positive dynamic state** not merely  
absence of the disease

## Nursing

Nursing provides interpersonal influence to aid in  
commitment to healthy behaviors

## **The model focuses on three elements:**

- 1-Individual characteristics and experiences
- 2-Behaviour-specific cognitions and affect
- 3-Behavioral outcomes

# 1. individual characteristics and experiences

## A. Prior Related Behavior

Frequency of the same behavior in the past. Direct and indirect effects of engaging in health-promoting behaviors.

## B. Personal Factors:

Categorized as **biological, psychological, and sociocultural.**

- *Personal Biological Factors*

Included in these factors are variables such as age, gender, body mass index.

- *Personal Psychological Factors*

These factors include variables such as self-esteem, self-motivation

- *Personal Sociocultural Factors*

Factors such as race, ethnicity, education, and socioeconomic status are included.

## 2-Behaviour-specific cognitions and affect

- **Perceived Benefits of Action**

Perceived benefits of action are anticipated positive outcomes that will result from health behavior.

- **Perceived Barriers to Action**

Perceived barriers to action are anticipated or real blocks and personal costs of undertaking a given behavior.

- **Perceived Self-Efficacy**

Perceived self-efficacy is judgment of personal capability to organize and execute a health-promoting behavior.

- **Activity-Related Affect**

An activity-related affect describes subjective positive or negative feelings that occur before, during, and following behavior.

- **Interpersonal Influences**

These influences are cognitions concerning behaviors, beliefs, or attitudes of others.

- **Situational Influences**

Situational influences are personal perceptions and cognitions of any given situation or context that can facilitate or impede behavior.

- **Commitment to a Plan of Action**

planned strategy that leads to implementation of health behavior.

- **Immediate Competing Demands and Preferences**

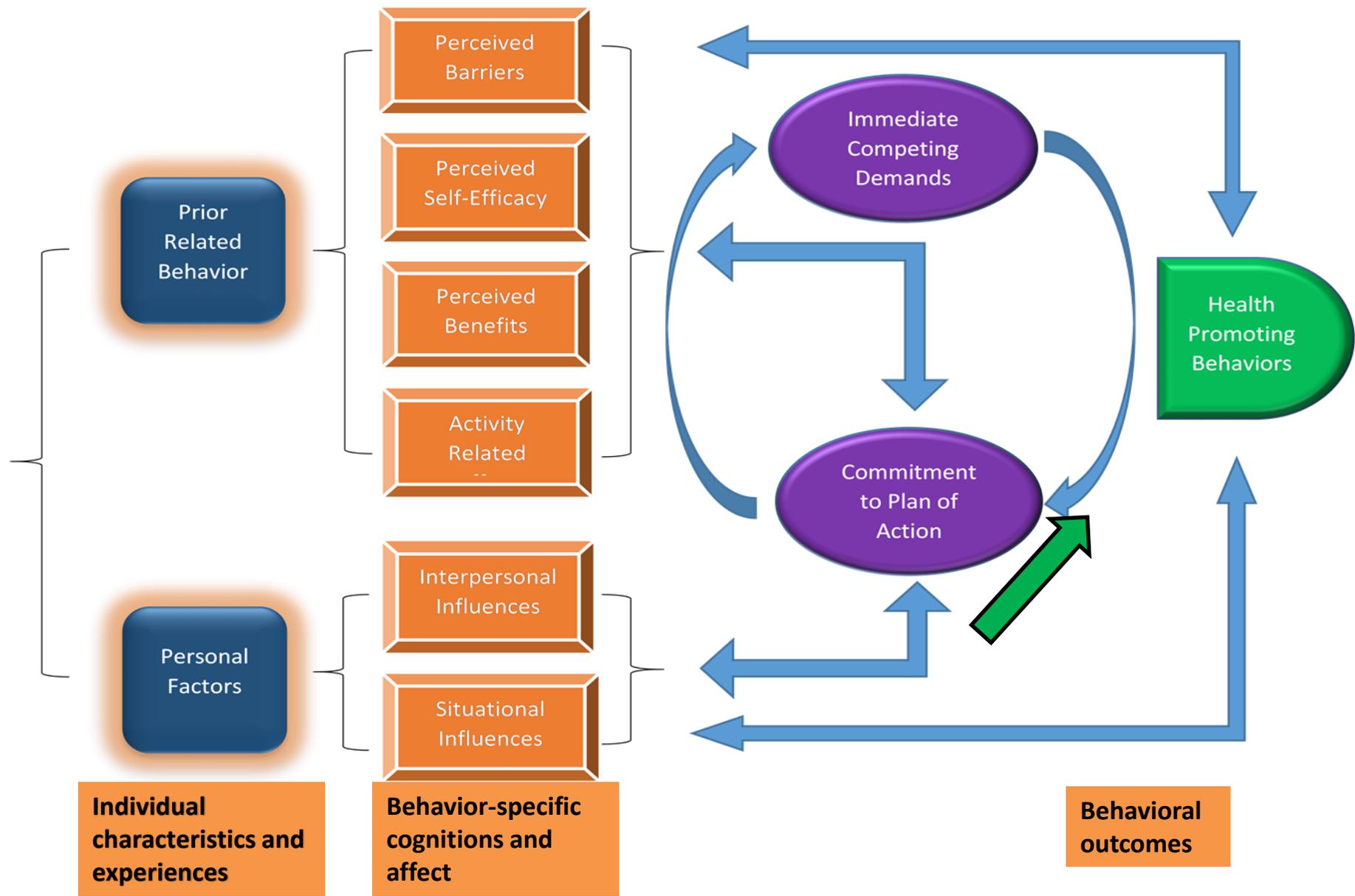
Competing demands which individuals have **low** control such as work or family care responsibilities. Competing preferences are alternative behaviors over which individuals exert relatively **high** control, such as choice of ice cream or an apple for a snack.

## 3. Behavioral outcomes

### Health-Promoting Behavior

A health-promoting behavior is an end or action outcome that is directed toward attaining positive health outcomes such as optimal wellbeing

Examples of health-promoting behavior are eating a healthy diet, exercising regularly, managing stress



# Case Study

Sally , a 25 year old, Caucasian student wants to lose weight. She would like to have more energy during the day. She is tired of seeing the scale in the 180s. High blood pressure runs in her family. Her father has had three stents put into his heart by the age of 50 and had a mild heart attack. Upon assessment her blood pressure is 118/44 mmHg, BMI=35 . Sally States that her stress level is high. She is unable to get a job, and has two children to take care of. Her husband works full-time making minimum wage. She is a non smoker.

## Questions:

1. What evidence would show Sally is ready for weight loss management?
2. What are some perceived barriers and perceived benefits of action?
3. What are some personal factors that affect her weight loss and health?
4. What are some behavior options to go over with Sally?

# Case Study

## Answer Key

### 1. **What evidence would show Sally is ready for weight loss management?**

She is tired of the scale being in the 180s

Family history

### 2. **What are some perceived barriers and perceived benefits of action?**

Perceived **barriers** of action

Not having enough time or energy to exercise

Not having money to buy healthy foods

High stress level

Perceived **benefits** of action

More energy to play with children

Healthier

Decreased chances of heart disease

# Case Study

## Answer Key

### **3. What are some personal factors that affect her weight loss and health?**

- Young adult
- BMI is obese
- Sees self as overweight
- Lower socioeconomic status
- Caucasian
- College education

### **4. What are some behavior options to go over with Sally?**

- Help establish an exercise routine that fits into her schedule
- Set short and long term goals
- Schedule weekly weight checks
- Go over a healthy diet
- Talk about stress management
- Address any dietary concerns

