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# VIII. HEALTH PROMOTION

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## B. CURRICULUM

### I. Introduction: Health Promotion

For many years, the emphasis in nursing was on care of the acutely ill patient in the hospital setting. In developing countries as in the United States, the emphasis is shifting toward preventive, community-based care. The nurse's role in Health Promotion is to promote health by teaching the activities that maintain wellness, by providing information about the characteristics and consequences of diseases when risk factors have been identified and by supplying specific information about decreasing risk factors. The nurse also promotes health by following healthy practices and serving as a role model. Certain practices are known to promote health and wellness. These are: Eating 3 balanced meals a day, eating moderately to maintain a healthy weight, exercising moderately, following a regular routine, sleeping 7-8 hours each day, limiting alcohol consumption to a moderate amount, eliminating smoking, and keeping sun exposure to a minimum. The focus of this presentation is to introduce the leading health indicators with an emphasis on healthy choices. The objective of the presentation is to motivate the nurse to take every opportunity to teach, encourage, and reinforce healthy lifestyle choices by their patients and for themselves. Participants will be encouraged to thoughtfully review their personal health habits. Nutrition and sanitation are not introduced in this presentation; both subjects are presented in another session.

### II. Health Risk Appraisals

a. Health Risk Appraisals are educational tools that help individuals realize that they can have some control over important health behaviors. The purpose of health-risk appraisal is to provide an estimate of health threats to which a person may be particularly vulnerable because of biologic makeup, family history and lifestyle. The results yield basic details for understanding one's own lifestyle. Results are not intended to be a comprehensive medical analysis or a substitution for a medical examination. But they do indicate some of the more common threats to health and life over the next ten years.

b. Health Indicators are clues to a person's health. For the most part they are behaviors over which individuals have control. That is the individual can modify one or more of the indicators by the kinds of choices made. The leading health indicators are: physical activity, nutrition, tobacco use, substance abuse, responsible sexual behavior, injury and violence, mental health, vaccinations, environmental quality. Participants will be given an opportunity to complete a simple health risk appraisal and discuss the implications of their personal results. An introduction to eight of the nine health indicators follows.

### III. Physical Activity

a. Regular physical activity is essential for energetic and productive living. Physical activity is defined as any bodily movement produced by skeletal muscles that results in caloric expenditure. (Pender, 1996) Habitual exercise contributes to physical health. In fact many people (especially Americans) are at risk for a wide variety of chronic diseases that might be prevented by an active lifestyle. Important benefits of exercise have been linked to many body systems. Regular exercise tends to reduce both systolic and diastolic blood pressure, reduce excess body fat, improve the ratio of high-density lipoprotein cholesterol to low-density lipoprotein cholesterol, improve pulmonary, and improve a sense of well being. Counseling about exercise and modeling an active lifestyle are important when promoting physical activity. Guidelines for counseling are generally 20-30 minutes of vigorous activity three times weekly. Appropriate activities are ones that use large muscle groups and are preformed in a continuous rhythmic manner such as walking jogging, bicycling, swimming and aerobic exercises. Exercise sessions should include: warm up 7-10 minutes, aerobic activity 15-60 minutes and cool down 5-10 minutes. Resistance exercises are also recommended two to three times per week. Barriers to physical activity other than lack of motivation and safe environment include the patient's physical health. For example the patient with heart disease or other chronic condition should be evaluated medically before starting to exercise in order to determine any particular precautions required.

b. Primary care providers need to routinely assess and counsel patients regarding the frequency, duration, type and intensity of physical activity practices. This is a team effort involving nurses and physicians. The "Clinician's Handbook of Preventive Services" recommends that every visit be seen as an opportunity to promote an active lifestyle consisting of at least 20-30 minutes of vigorous activity three times weekly. In counseling about physical exercise, it's wise to consider activities that can be enjoyed for their own sake, that can be enjoyed into adulthood, and that can be easily incorporated into one's daily life all year long.

### IV. Tobacco Use

A. The most important lifestyle choice that can affect the respiratory system is smoking. Smokers are more likely than nonsmokers to develop emphysema, chronic bronchitis, and lung cancer as well as heart and cardiovascular disease. By producing more mucus and by slowing mucociliary activity, smoking inhibits mucus removal and can cause airway blockage. This promotes bacterial colonization and infection.

b. There are 4000 chemicals found in tobacco smoke. Of these, 43 cause cancer in humans. Nicotine found in tobacco is one of the most addictive drugs known. That is why it is so difficult to quit smoking permanently and why the tobacco companies spend so much money enticing young people to start smoking.

c. Nicotine is known to cross the placenta but its effects on the fetus are primarily indirect through maternal vasoconstriction and reduced oxygen availability. Smoking during pregnancy is associated with low birth weight, still birth, allergies, and sudden infant death syndrome. Some people believe they can substitute one form of nicotine for another and escape the effects of smoking but there are no safe tobacco alternatives to cigarettes.

d. People in the vicinity of smoke also suffer the consequences of cigarette smoke. Involuntary smoking or environmental tobacco smoke is a cause of many diseases including lung cancer in healthy nonsmokers as well as heart disease. Children of parents who smoke have increased frequency of respiratory illnesses.

## V. Substance Abuse

a. The harmful effects of alcohol are familiar to most people. Alcohol is particularly toxic to the liver, where it is metabolized. Excess intake can lead to a form of hepatitis. Over years, alcohol related injury of the liver results in cirrhosis, and replacement of the liver with scar tissue. Cirrhosis is associated with severe liver dysfunction that is incompatible with life. Alcohol in excess is also toxic to the pancreas, and can produce life-threatening pancreatitis. Alcohol may raise blood pressure; interfere with red blood cell production in the bone marrow; depress immune function; increases the risk of some cancers, especially cancer of the esophagus, mouth, throat and larynx and contributes to obesity.

b. Of equal importance are the problems with alcohol and its affect on interpersonal relationships. The more heavily one drinks, the greater the potential for problems at home, work, with friends and even with strangers. Examples are argumentative behavior, absence or lateness to work with increasing frequency and a tendency toward committing violence or being the victim of violence. Accidents increase, and driving while intoxicated is especially dangerous. It doesn't take much alcohol before one's ability to drive becomes impaired.

c. Alcohol consumption has the potential to be either harmful or beneficial to health. The results of alcohol intake vary with individual characteristics, and the dose consumed. However, alcohol in moderation has well-established cardiovascular benefits. Drinking can raise the level of HDL, or high-density lipoprotein, a particle that helps clear cholesterol from the blood. Alcohol intake

is also associated with increased levels of TPA in the blood. TPA, or tissue plasminogen activator, helps dissolve blood clots and may lower heart attack risk. The recommended intake for women who have no particular risk factors for alcohol toxicity is one drink per day, or no more than 7 drinks per week. A "drink" is a glass of wine, a beer, or one mixed drink, each of which contains roughly 15 gm of alcohol. Alcohol is, of course, not recommended during pregnancy. Men can generally safely drink the equivalent of two drinks per day, or up to 14 drinks per week.

d. There may be some risks associated even with moderate intake of alcohol. Some people are particularly susceptible to alcohol-induced liver injury, and will develop cirrhosis at a dose others would safely tolerate. Alcohol in women is associated with an increased risk of breast cancer. Apparently even one drink per day can increase the breast cancer risk by approximately 10%. Alcohol is more likely to do harm than good in people with high blood pressure or obesity. Naturally, alcohol should be avoided by anyone with a family history of alcohol dependence, or alcoholism. The tendency to become physically dependent on alcohol can run in families, and is thought to have a genetic basis.

e. Alcohol use during pregnancy is known to cause fetal alcohol syndrome. Fetal alcohol syndrome is a set of congenital, psychological, behavioral, cognitive and physical abnormalities. The most serious cases have involved infants born to mothers who were chronic alcoholics and drank heavily during pregnancy. It is not known if there is a lower limit to alcohol consumption during pregnancy or if there is a particular period in embryonic life when the fetus is most vulnerable to effects of alcohol. The best advice is "do not drink during pregnancy".

g. Alcohol and illicit drug use are associated with violence, injuries, crime, HIV, lost productivity and motor vehicle accidents. The problems associated with alcohol and/or substance abuse also overlap with child and spousal abuse and teen pregnancy.

f. Support groups have some success in aiding alcoholics to stop drinking. The most well known support groups are Alcoholics Anonymous and Narcotics Anonymous. Most support groups are modeled on the Twelve Steps of AA and rely on faith in a "higher power" to assist in achieving goals. Detoxification treatment is a program of planned withdrawal which may or may not include medication to assist in withdrawal. Length of detoxification depends on the substance ingested and the methods used for detoxification. Detoxification without other treatment has not been found to be effective in maintaining sobriety. The best treatment for one person may differ from the treatment intervention for another. The type of drug, the client's background, and length of abuse, motivation for treatment, environment and social support play a part in

determining the most appropriate treatment intervention.

## VI. Responsible Sexual Behavior

Responsible sexual behavior is important in promoting sexual health not only for individuals but also for the nation. The former Surgeon General of the United States Dr. Louise Satcher in urging the US citizens to practice responsible sex cited sexually transmitted diseases, HIV, unintended pregnancies, abortions, and sexual abuse as sexually related public health problems.

Strategies geared toward increasing awareness of the need for responsible sexual behavior include recognition that parents are the child's primary educators and should be the ones to guide a child's sexuality education in a way that is consistent with their values and beliefs. It also must be noted that families differ in their level of knowledge and comfort in discussing such issues and other resources for sexual education must be available to children, adolescents and adults. School education, churches, primary health care clinics and women's wellness centers as well as other community resources have a role in providing education and promoting responsible sexual behavior. Nurses too, have an important role in providing such education and often have more opportunity to speak openly and honestly to both children and adults. Such information should be thorough and wide-ranging, begin early, and continue throughout the life span. Education should include the following:

- a) Recognize the special place that sexuality has in everyday life;
- b) Stress the value and benefits of remaining abstinent until involved in a committed, enduring, and mutually monogamous relationship;
- c) Assure awareness of optimal protection from sexually transmitted diseases and unintended pregnancy;
- d) Stress that there are no infallible methods of contraception aside from abstinence, and that condoms cannot protect against some forms of STDs.

Strategies geared toward implementing and strengthening interventions call for the strengthening of families, adequate training in sexual health to all professionals who deal with sexual issues in their work, improved access to related health care services and the elimination of disparities in health status that arise from social and economic disadvantage.

## VII. Violence and injury

a. Injuries are one of the leading causes of death and disability in the world. Every year more than 5 million people around the world die from injuries. Of

these, 25% are due to road traffic injuries, 16% to suicides and 10% to homicides. The 5 million figure is dwarfed by the number of people who survive injuries, many of whom suffer life-long disabilities. In addition to death and disability, injuries and violence contribute to a variety of other health consequences. These include depression, alcohol and substance abuse, smoking, eating and sleeping disorders, unwanted pregnancies, and HIV and other sexually transmitted diseases.

b. In strict economic terms, the costs associated with victims of injuries and violence, in addition to their lost productivity costs represent tens of billions of dollars each year. The human, social and economic burden of injuries and violence is great. The director General of the World Health Organization, Dr. Gro Harlem Brundtland stated, "We must multiply our efforts to prevent people from falling victim to road traffic collisions, interpersonal violence, the savagery of war and conflict, or harm they may inflict upon themselves."

c. The magnitude of the problem varies considerably by age, sex, region and income group. Worldwide, injury mortality is two times higher for males than for females. Almost 50 % of injury-related mortality occurs among young people between the ages of 15 and 44 years, often depriving families of their breadwinner. Among 15-29 year olds worldwide, 7 of the 10 leading causes of death are injury-related, with road traffic injury being the second leading cause of death for this age group, suicide the 4<sup>th</sup> and homicide the fifth. While injuries affect people in all societies, regardless of their level of development, poorer societies are at higher risk and are disproportionately affected by the consequences of injuries due to their inability to afford or access appropriate health care. 91% of all injury-related deaths occur in low and middle income societies.

d. Injuries and violence preventable and the nurses, doctors and the public health have a key role to play in implementing prevention initiatives. Many prevention strategies have proven effective. For example, for prevention of traffic injuries strategies include compulsory wearing of seat belts, use of special car seats for children, helmet wear for motorcyclists, speed restrictions, traffic calming measures and efforts to curb drunk driving. Examples of effective violence prevention strategies include youth mentoring program, home visitation, and training to improve parenting skills and comprehensive social development initiatives at community, state and national levels. Other effective injury prevention strategies include smoke detectors to prevent burns and swimming pool fences to prevent drowning. Nurses can be instrumental in providing information about these strategies and encouraging patient to use them. Nurses can also support efforts by public health agencies to introduce public safety measures.

## .VIII. Mental Health

a. The World Health definition of health very clearly states that mental well being is one aspect of health. The concept of mental health as we know it did not exist until the latter part of the 19<sup>th</sup> century. Mental health suggests emotional well-being in terms of interpersonal relationships, role fulfillment and achievement in work, family and community. It is a healthy state of mind in which a person is able to cope with and adjust to the recurrent stresses of everyday living in an acceptable way. Stress, coping and adaptation are daily facts of life. How one perceives stress and meets personal needs has an impact on every other function. This concept of mental health is broader than mental illness. Mental health is a feeling of well being, of realistic self confidence, a sense of liking yourself with the ability to take care of yourself. When you like yourself you are able to have healthy relationships that are based on mutual respect and not one need.

b. Some disorders have a range of seriousness that can lead to extreme conditions that may need hospitalization. One of the important aspects of mental disorders is to understand that behaviors are symptoms of an illness. If we remember that all behaviors have meaning then we can look for the underlying reasons for the behavior. Many people are ashamed of mental disorders. Health promotion activities have 3 purposes in relation to mental health: 1) to educate the general public that mental disorders are an illness; 2) to educate in order to dispel fear and gain acceptance of the need for treatment and 3) to inform about symptoms so that people will seek treatment.

## IX. Vaccinations

Vaccines are among the greatest public health achievements of the 20<sup>th</sup> century. Immunizations can prevent disability and death from infectious diseases for individuals and can help control the spread of infections within the community.

Vaccines are biological substances that interact with the immune system to produce an immune response identical to that produced by the natural infection. Infectious diseases remain major causes of illness, disability and death. New infectious agents and diseases are being detected and some diseases considered under control have reemerged in recent years. In addition, antimicrobial resistance is evolving rapidly in hospitals and community settings. Nurses have a very important role in explaining the reasons for vaccinations and encouraging parents to have their children vaccinated.

## X. Environmental Quality

We aren't always able to choose a healthy environment. Sometimes life's circumstances dictate where we live and under what kind of conditions. Still nurses must advocate for a healthy environment and help patients make adjustment and changes when possible. Good air and good water are readily recognized as important to our health. It is important to remember that a good social environment is equally as important; that is a society that respects individuals and supports and works for the benefit of its citizens. The quality of the environment is dependent on the absence of toxic substances, the availability of aesthetic experiences and the accessibility of the resources needed for healthy and productive living. Individuals do have choices but they need enough information to make informed choices. Sanitation is also to be considered when evaluating environment. The environment plays a role in health and when it is healthy there is more opportunity for harmony and balance in one's life.

## XI. Summary

These nine health indicators plus nutrition are all areas in which choices can be made. Nurses have an important role in educating patients about these choices. But it is the patient who has the ultimate responsibility.

There are many educational methods and opportunities for promoting health. It is important to teach when the patient is ready to learn and wants information. By listening carefully to patients the nurse learns when the patient is receptive. One important educational tool is the patient-education brochure. But many patients can't read the information because it is printed at too high a reading level. It is important for written material to answer the right questions. You can find out what the patients need to know using focus groups with participants selected from your target audience. It is wise to use simple language short words and sentences. Pictures, cartoons or photographs can sometimes illustrate your points better than words.

Patients should be active participants in planning for health. The role of the nurse is to assist patients with planning for health rather than to control the process. In all situations the nurse must begin the education process by developing trust and a working relationship with the patient. One way to do this is to explore the patient's interest and prior knowledge. In this way rapport is established and learning needs are assessed. In many other situations, before teaching you must help the patient understand and accept responsibility for personal health.

## Lifestyle Inventory (Test)

### Do you have a healthy lifestyle?

*by Cyberia Shrink*

Indicate how often the following statements apply to you. Be honest with yourself. In order for the test to be valid, all questions must be answered.

1. I feel good about what I do (studies, job, being a full-time mother/father...).
  - Almost never
  - Sometimes
  - Most of the time
  
2. I like learning new things.
  - Almost never
  - Sometimes
  - Most of the time
  
3. I have the motivation to realize my plans.
  - Almost never
  - Sometimes
  - Most of the time
  
4. I eat a healthy balanced diet according to the official nutritional guidelines.
  - Almost never
  - Sometimes
  - Most of the time
  
5. I avoid excess of salt, sugar and saturated fat (must apply to all three).
  - Almost never
  - Sometimes
  - Most of the time
  
6. I make sure I get enough fiber and vitamins.
  - Almost never
  - Sometimes
  - Most of the time

7. I eat meat LESS than three times a week.
  - Almost never
  - Sometimes
  - Most of the time
  
8. My weight is within the normal range.
  - Almost never
  - Sometimes
  - Most of the time
  
9. I drink LESS than three cups of coffee or tea a day.
  - Almost never
  - Sometimes
  - Most of the time
  
10. I drink LESS than 5 oz (three drinks) of alcohol per week.
  - Almost never
  - Sometimes
  - Most of the time
  
11. I use drugs no more than once a month or never.
  - Almost never
  - Sometimes
  - Most of the time
  
12. I smoke LESS than 1 pack of cigarettes per week (less than 3 a day).
  - Almost never
  - Sometimes
  - Most of the time
  
13. During my usual day, I am physically active (I take the stairs instead of the elevator, I walk).
  - Almost never
  - Sometimes
  - Most of the time
  
14. During my usual day, I take time to stretch and to relax.
  - Almost never
  - Sometimes
  - Most of the time

15. I exercise at least once a week.
- Almost never
  - Sometimes
  - Most of the time
16. Once I get to bed, I fall asleep easily.
- Almost never
  - Sometimes
  - Most of the time
17. To ease my aches and pains, I prefer natural remedies to medication.
- Almost never
  - Sometimes
  - Most of the time
18. I have a stable sexual partner (or I am celibate).
- Almost never
  - Sometimes
  - Most of the time
19. I am aware of the occupational hazards my job involves (stress, pain, fatigue...) and I take preventive measures.
- Almost never
  - Sometimes
  - Most of the time
20. I am aware of the risks and side effects of contraception (or lack thereof) I and/or my partner use(s). // I am celibate.
- Almost never
  - Sometimes
  - Most of the time
21. I am satisfied with my relationships (friendships, love).
- Almost never
  - Sometimes
  - Most of the time

22. I am satisfied with my sexual life (or: I am celibate by choice).
- Almost never
  - Sometimes
  - Most of the time
23. I am satisfied with the way I spend my leisure time.
- Almost never
  - Sometimes
  - Most of the time
24. I am capable of balancing my budget.
- Almost never
  - Sometimes
  - Most of the time
25. I have a check-up exam at least once every three years.
- Almost never
  - Sometimes
  - Most of the time

*Scoring*

*Count up the number of times you checked “Most of the time”, “Sometimes” and “Almost never”. Score 4 points for each “Most of the time”, 2 points for each “Sometimes” and 0 points for “Almost never”. Add up the total.*

*Most of the time*    \_\_\_\_\_ x 4 =    \_\_\_\_\_

*Sometimes*    \_\_\_\_\_ x 2 =    \_\_\_\_\_

*Almost never*    \_\_\_\_\_ x 0 =      0  

*TOTAL*    \_\_\_\_\_

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Web sites:

National Institute on Drug Abuse [www.nida.nih.gov](http://www.nida.nih.gov)

Substance Abuse and Mental Health Services [www.samhsa.gov](http://www.samhsa.gov)

Responsible sexual choices [www.epigee.org](http://www.epigee.org)

Responsible sexual behavior project [www.amsa.org](http://www.amsa.org)

National Center for Injury Prevention and Control [www.sds.gov/ncipc](http://www.sds.gov/ncipc)

## D. PRE TEST EVALUATION

### Health Promotion

1. How can a nurse establish trust in a health education teaching session?
  - a. Explore the patient's area of interest and prior knowledge.
  - b. Provide written information about the topic.
  - c. Inform the patient of the dangers of the health practice.
  - d. Give advice and tell the patient what to do.
  
2. You just finished a teaching session with a group of high school students. The topic was on the hazards of tobacco use. Which of the following statements suggest the need for further teaching?
  - a. "Breathing tobacco smoke from both active smoking and environmental tobacco smoke inhaled from other people's smoking are public health issues."
  - b. Chewing tobacco is a safer method of tobacco use than smoking the tobacco."
  - c. The health of children is at risk when their parents smoke.
  - d. Smoking during pregnancy increases the risk of low birth weight and stillbirth."
  
3. Your pregnant patient uses alcohol frequently. She is in the first trimester of pregnancy. The reason you want her to reduce or cease alcohol consumption is to:
  - a. Promote the normal acceptance to her pregnancy.
  - b. Reduce the size of the fetus.
  - c. Decreases the potential for bleeding after birth
  - d. Reduce the risk of fetal alcohol syndrome.
  
4. You are teaching the benefits of regular exercise and how to do it. Which one of the following statements is false?
  - a. Exercise should use large muscle groups in a continuous rhythmic manner
  - b. Sessions should include warm up, aerobic activity and a cool down.
  - c. Resistance exercises are encouraged
  - d. Exercises session should last 5 minutes or less.

5. You are teaching the benefits of regular exercise and how to do it. Which one of the following statements is false? Regular exercise:
- a. Tends to reduce blood pressure.
  - b. Tends to improve a sense of well being.
  - c. Tends to increase incidence of osteoporosis.
  - d. Tends to reduce body fat.

True or False

6. Injuries are one of the leading causes of death and disability in the world.

TRUE

FALSE

7. Violence is not preventable.

TRUE

FALSE

8. All behaviors have meaning.

TRUE

FALSE

9. Stress is a daily fact of life.

TRUE

FALSE

10. Immunizations can prevent disability and death from infectious diseases.

TRUE

FALSE

## E. POST TEST EVALUATION

### Asthma

1. How can a nurse establish trust in a health education teaching session?
  - a. Explore the patient's area of interest and prior knowledge.
  - b. Provide written information about the topic.
  - c. Inform the patient of the dangers of the health practice.
  - d. Give advice and tell the patient what to do.
  
2. You just finished a teaching session with a group of high school students. The topic was on the hazards of tobacco use. Which of the following statements suggest the need for further teaching?
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  - b. Chewing tobacco is a safer method of tobacco use than smoking the tobacco."
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TRUE                  FALSE

9. Stress is a daily fact of life.

TRUE                  FALSE

10. Immunizations can prevent disability and death from infectious diseases.

TRUE                  FALSE