



College of Nursing  
**UNIVERSITY OF THE PHILIPPINES MANILA**  
The Health Sciences Center



N100 Health Promotion in Nursing Practice

# Application of Health Promotion



# Workshop



# Instructions (Group Activity)

1. Read and analyze the given case for **1 hour** with your group. Pay attention to the context and available information. Assign a note-taker and a representative to report the group output.
2. Select the most appropriate theories/models to guide you in planning a health promotion program/activity. Explain why you chose the theories/models. Provide the supporting data/information. If the available data/info is inadequate, specify your assumptions.
3. Determine which level of clients you are targeting (i.e. individual, family, group, community). Discuss the reasons for selecting this target for your health promotion program/activity. Specify the goal/s and objectives of your program/activity (SMART).
4. List strategies and approaches you intend to use. Provide a brief rationale for choosing these interventions.
5. Determine the type of evaluation you need to measure the success of your health promotion program/initiative. List indicators and standards you will use and sources of evaluation data/information.
6. Present your group output for **15 minutes**.

# Case # 1

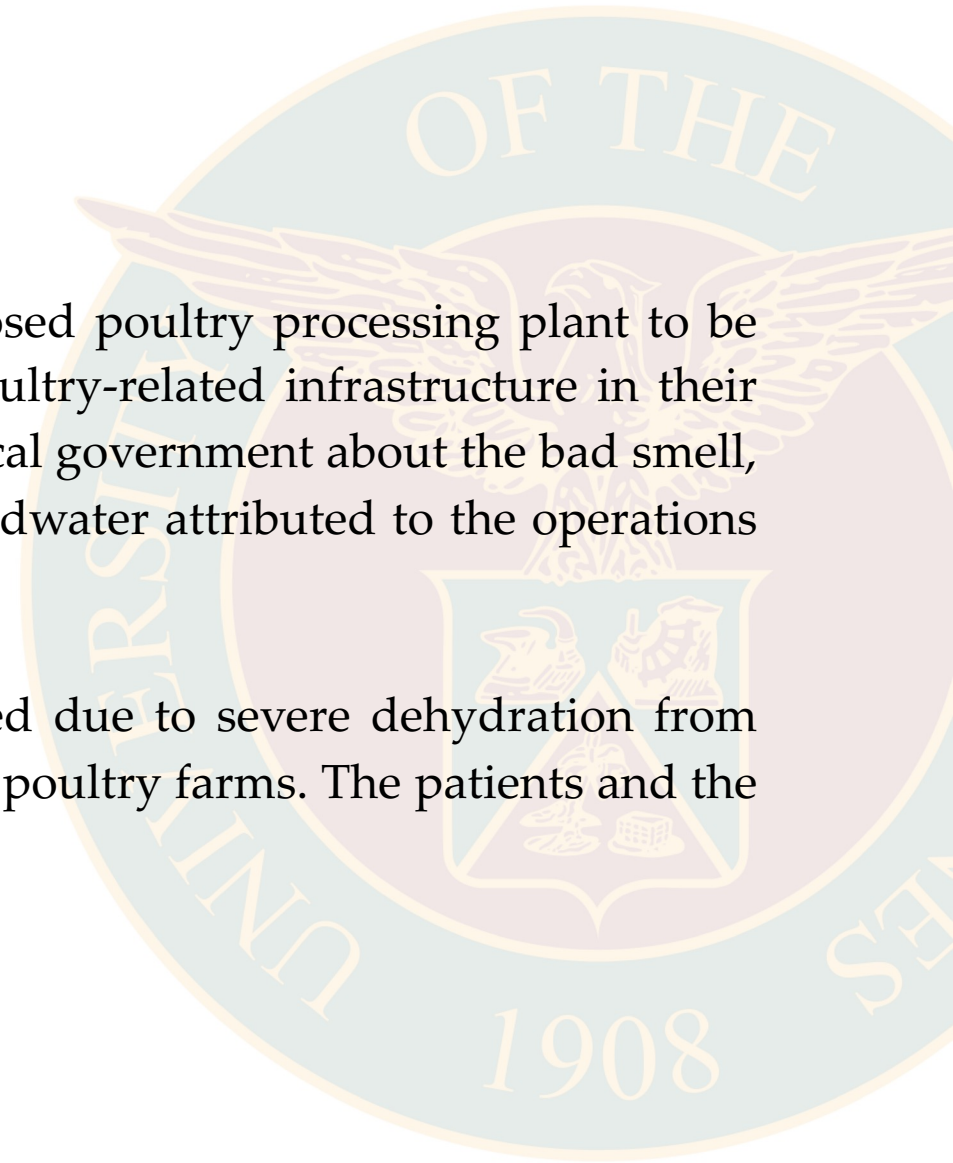
- You are nurses assigned in the rural health unit (RHU) of Mauban, a 1st class coastal municipality in Quezon Province. Mauban has 40 barangays, and a population of 63,819 people as of 2015 census. Agriculture and fisheries are the main livelihood of the residents. A famous tourist destination in Mauban is Cagbalete Island. The primary mode of transportation in Mauban is tricycle. A small number of residents own cars and motorcycles. Food is relatively abundant in the area, and easy to get. Except for barangays located in the poblacion, most of the locals have their own yards planted with vegetables and fruit trees.
- The barangays of Lual, Mabato, Daungan, Bagong Bayan and Sadsaran, located in the poblacion, have a high prevalence of hypertension and diabetes mellitus among residents aged 45-60. Branches of Jollibee and 7-Eleven are already in the poblacion where customers are usually children, adolescents and working adults.
- Last month, RHU Mauban launched a Zumba exercise activity for all residents every Tuesday and Thursday, 5:00 PM-6:00 PM. However, there are only 8-10 people regularly attending the Zumba from the poblacion. Residents from other barangays reported not being able to participate in Zumba because of the distance and limited transportation (last trip for tricycles traveling to other barangays is 6:00 PM).

# Case # 2

- McKinley Hill in Taguig City, Metro Manila is home to several business process outsourcing (BPO) companies. One of these companies is Ingram Micro, a global company providing technology and supply chain services to 64 countries including United States of America, Canada, Mexico, United Kingdom, Germany and Hungary.
- Most of Ingram Micro employees work during the night shift, when it is daytime to overseas clients. They start work at 9:00 PM and end by 6:00 AM. They seldom get up from their working stations except for breaks. Many of the employees were identified as overweight, and hypertension is high among the ages of 30-45. Some of the male employees aged 50 above have a history of heart attack. During breaks, several employees are spotted smoking in the hallways and fire exits to relax. According to the employees, the management is strict about their performance – they have quotas to meet and quick turnaround times to observe. Usually, delays on their side negatively affect the other parts of the supply chain, so they need to be prompt and efficient to avoid problems and getting penalized by the management.

# Case # 3

- Residents in Pulilan, Bulacan have raised alarms over a proposed poultry processing plant to be constructed in one barangay. If built, this will be the third poultry-related infrastructure in their area. The residents have already complained to the barangay local government about the bad smell, big flies, improper waste disposal, and contamination of groundwater attributed to the operations of two (2) existing poultry farms by the same company.
- To date, seven (7) community members have been hospitalized due to severe dehydration from diarrhea, and reported they drank from a water source near the poultry farms. The patients and the families want to sue the company.
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# Case # 4

- From 2013 to 2017, Paquibato in Davao City was noted as the top district with the highest prevalence of malnutrition. Out of 228,968 children aged 0-71 months weighed in 2017, 13.8% were classified as severely underweight and underweight, while 17.8% were identified as severely stunted and stunted. As of 2015 census, the population of Paquibato (13 barangays) is 44,763. It is located outside the city proper, adjacent to the provinces of Davao del Norte in the east and Bukidnon in the west.
- The terrain is mountainous – travel to the different areas is difficult because of rough roads and limited transport. Walking to the farthest village usually takes four (4) hours for indigenous peoples in the area (Lumads) while for non-Lumads, it takes about 10-12 hours. Aside from walking, transport options are habal-habal (motorcycle) which usually costs Php 200-300 (one way) depending on the destination, and horses which cost Php 150 per ride (not always available). Mobile phone signal is weak to non-existent.
- The district of Paquibato is known to grapple with long-term peace and order issues. Clashes between the military and New People's Army (NPA) have been reported by residents and health workers deployed in the area.
- Most of the severe acute malnutrition (SAM) cases in Davao City are found in Paquibato. Among the causes identified were (1) poverty, (2) poor feeding practices, (3) low awareness of nutrition concepts, and (4) care giving practices.
- The Paquibato District is home to several indigenous peoples (Lumad), especially to the Ata Manobo tribe, which considers the area part of their ancestral domain. In 2015, a measles outbreak happened in several barangays which led to the deaths of several under five children. One of the midwives assigned in the area shared that aside from measles, cholera and polio outbreaks have been recorded in the history of the district.