



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



HEALTH PROMOTION IN NURSING PRACTICE

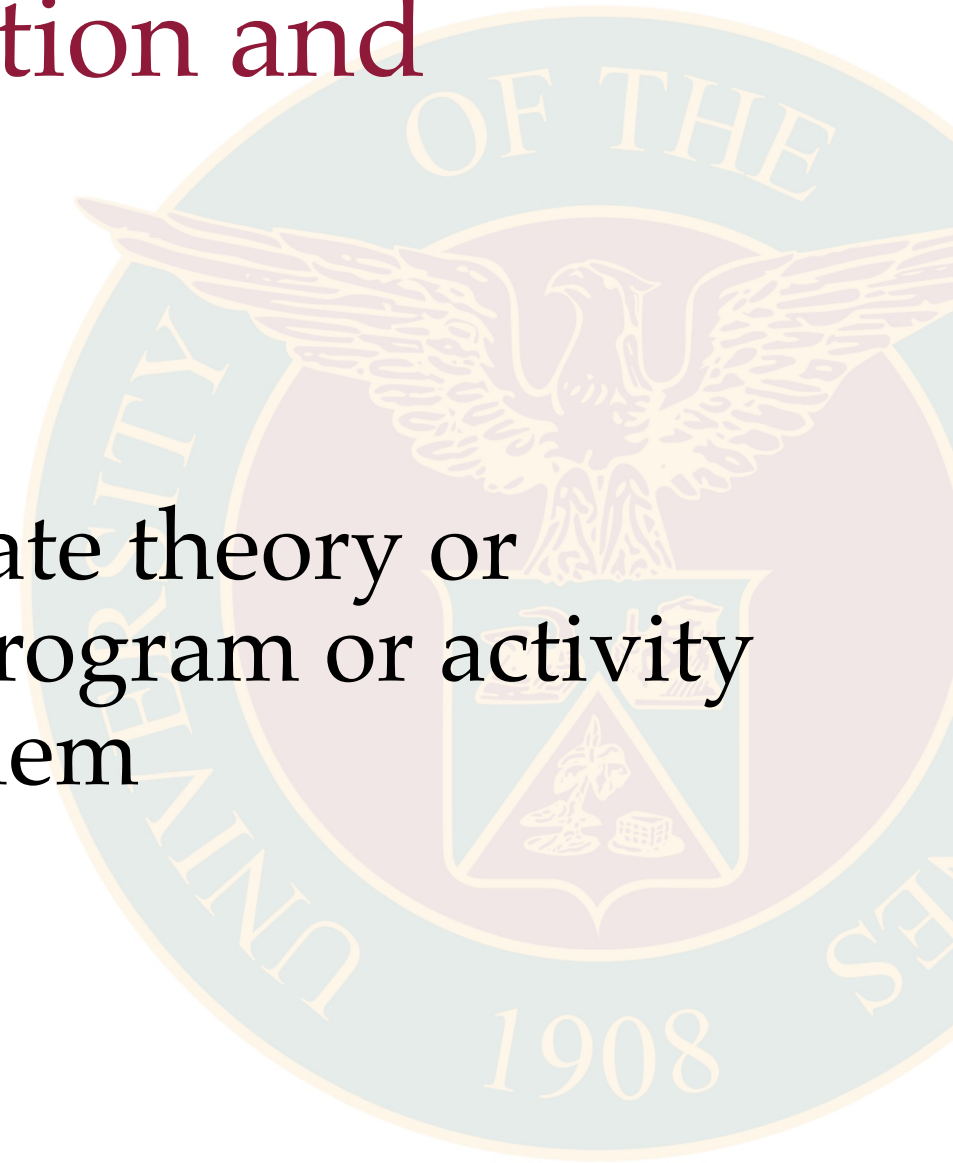
Health Promotion and Nursing Practice

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Planning for Health Promotion and Disease Prevention

Objective:

Determine the most appropriate theory or model to guide in the planning program or activity addressing a specific health problem



Where to Begin: Choosing the Right Theories / Models

- *Interventions* that evolve from a *comprehensive planning process, built on prior research, and use the behavior theories* are more likely to be *effective*.
- To make appropriate use of theory or model in a given situation, consider the following:
 - *Health or Social Problem at hand*
 - *Context in which interventions will take place*



Focus and Key Concepts of Selected Health Promotion Theories and Models

Level	Theory	Focus	Key Concepts
INDIVIDUAL	Health Belief Model	Individuals' perceptions of the threat posed by a health problem, the benefits of avoiding the threat, and factors influencing the decision to act	Perceived susceptibility Perceived severity Perceived benefits Perceived barriers Cues to action Self-efficacy
	Stages of Change Model	Individuals' motivation and readiness to change a problem or behavior	Precontemplation, Contemplation, Decision, Action, Maintenance
	Theory of Planned Behavior	Individuals Attitudes toward a behavior, perceptions or norms, and beliefs about the ease or difficulty of changing	Behavioral intention, Attitude Subjective norm, Perceived behavioral control
	Precaution-Adoption Process Model	Individuals' journey from lack of awareness to action and maintenance	Unaware of issues, Unengaged by issue, Deciding about acting Deciding not to act, Acting Maintenance

Focus and Key Concepts of Selected Health Promotion Theories and Models

Level	Theory	Focus	Key Concepts
INTERPERSONAL	Social Cognitive Model	Personal factors, environmental factors, and human behavior exert influence on each other	Reciprocal determinism, Behavior capacity Expectations, Self-efficacy Observational Learning, Reinforcements
COMMUNITY LEVEL	Diffusion of Innovations	How new ideas, products and practices spread within a society or from one society to another	Relative advantage, Compatibility, Complexity, Trialability, Observability
	Communication Theory	How different types of communication affect health behavior	e.g. Agenda setting Media agenda setting, Public agenda setting, Policy agenda setting, Problem identification, definition, Framing
	Community Organization and other Participatory Models, Ecological Theories and Models	Community-driven approaches to assessing and solving health and social problems	Empowerment, Community capacity / competence Participation, Relevance Issue selection, Critical Consciousness

Examples

Applying Health Promotion Theories and Models to Planning



Case 1:

- You are working in Brgy. Mayondon, Los Banos, Laguna helping to design a program that will help address the high prevalence of teenage pregnancy. You want to involve teens, parents, school and church personnel in designing and implementing the program to ensure it would be supported by the community . You believe that change is best designed by the community that will benefit from the health promotion program.
- Which theories or models can you use that are consistent with your assumptions and approach?

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- Which theories or models can you use that are consistent with your assumptions and approach?
- ***Life Course Health Development Model***
- ***Bronfenbrenner's Ecological Systems Theory***
- ***Community Organization (Participatory Model)***



Examples

Applying Health Promotion Theories and Models to Planning

Case 2:

- You are a newly deployed nurse at Tawi-Tawi Province. You noted that the prevalence of HIV is rising among men having sex with men (MSM). The conservative culture and religion (Mostly Islam) compel MSM, gay bisexual, and transgender to engage in clandestine, unprotected sexual activities. According to a local, the prevalence of HIV is most likely higher than reported because many are afraid of being further stigmatized. Those who are openly gay and transgender, already experience stigma and discrimination from their families and communities. Availability of information and access to HIV testing is very limited to occasional advocacy caravans because of the distance and isolation of the province to the main island of Mindanao.
- Which theories or models can you use address this health problem in the province?

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Health Belief Model

PRECEDE-PROCEED Model

Examples

Applying Health Promotion Theories and Models to Planning

Case 3:

- You are a nurse assigned in Convergys Nuvali, Sta. Rosa, a BPO company. You noticed there are a lot of employees who are overweight. Hypertension, migraines and depression are also common. During breaks, you notice a lot of employees chatting and smoking with others. Most of the time, food served in the office cafeteria are fried, salty and reheated. Available drinks and snacks are made from refined sugars. Last month, there was a 40-year old team leader who underwent coronary bypass surgery and returning to work soon.
- Which theories and models you use to plan a health promotion program in the workplace?



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- Transtheoretical Model of Stages of Change
- Pender's Health Promotion Model



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Thank you for listening!

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