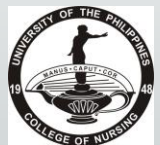


Basic Concepts and Principles of Public and Community Health Nursing

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Learning Outcomes

After studying this topic, you should be able to:

1. Explain the nature, scope and practice of public and community health nursing.
2. Describe the concepts, principles and characteristics of public and community health nursing practice.
3. Discuss the factors affecting public and community health nursing practice at the global and local contexts.
4. Recognize the role of a nurse in facilitating and coordinating the delivery of safe, quality care to the family and its members in the home and community setting.

**Public and community health;
population-based practice**

Public Health versus Community Health

Public health is defined as the *science* of protecting the safety and improving the health of communities through education, policy making and research for disease and injury prevention.

- Protect against environmental hazards
- Prevent injuries
- Promote and encourage healthy behaviors
- Respond to disasters and assist communities in recovery
- Assure the quality and accessibility of services

<https://phnci.org/uploads/resource-files/EPHS-English.pdf>.

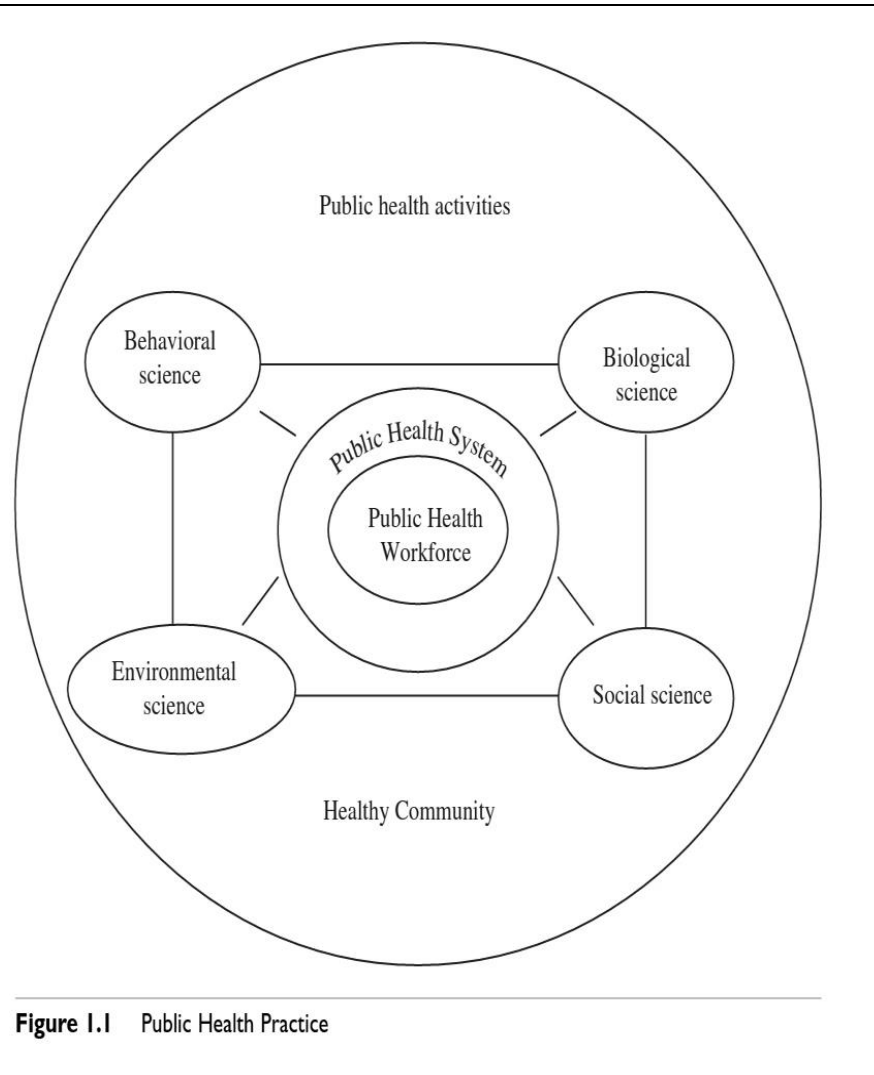
<http://iom.edu/Reports/1988/The-Future-of-Public-Health.aspx>

<http://www.health.gov/phfunctions/public.htm>

- **Community Health** is a *discipline* concerned with the **study and improvement of the health characteristics of different communities**
- Focus on **geographical areas** and includes **primary, secondary and tertiary health care**

What is public health practice?

Public health activity, public health workforce and the entire public health system provide the defining framework for public health practice.



Public health activities focus on prevention of disease and disability as a means of promoting the health of communities and their constituent members

Public health workforce are educated and trained based on the integration of scientific evidence from biological, behavioral, social, environmental and epidemiological sciences designed to promote health, prevent disease and improve quality of life of population in the community

Public health care system comprising multiple types of institutions, both public and private

Figure 1.1 Public Health Practice

Core functions of public health

*Assessment, Policy
Development and
Assurance*

<https://www.fdu.org/functions.shtml>

Assessment

- Regular collection, analysis, and sharing of information about health conditions, risks, and resources in a community.
- Identifies trends in illness, injury and death and the factors which may cause these events.

Policy Development

- Information gathered from assessment activities is used to develop local and state health policies. This process includes information sharing, citizen participation, compromise, and consensus.
- Policy development includes consideration of political, organizational and community values and foster shared ownership of policy decisions.

Assurance

- Assurance means making sure that needed health services are available.
- Assurance focuses on maintaining the capacity of public health agencies to manage day-to-day operations and provide the core public health functions.
- This function also requires monitoring the quality of health services provided in both public and private sectors.

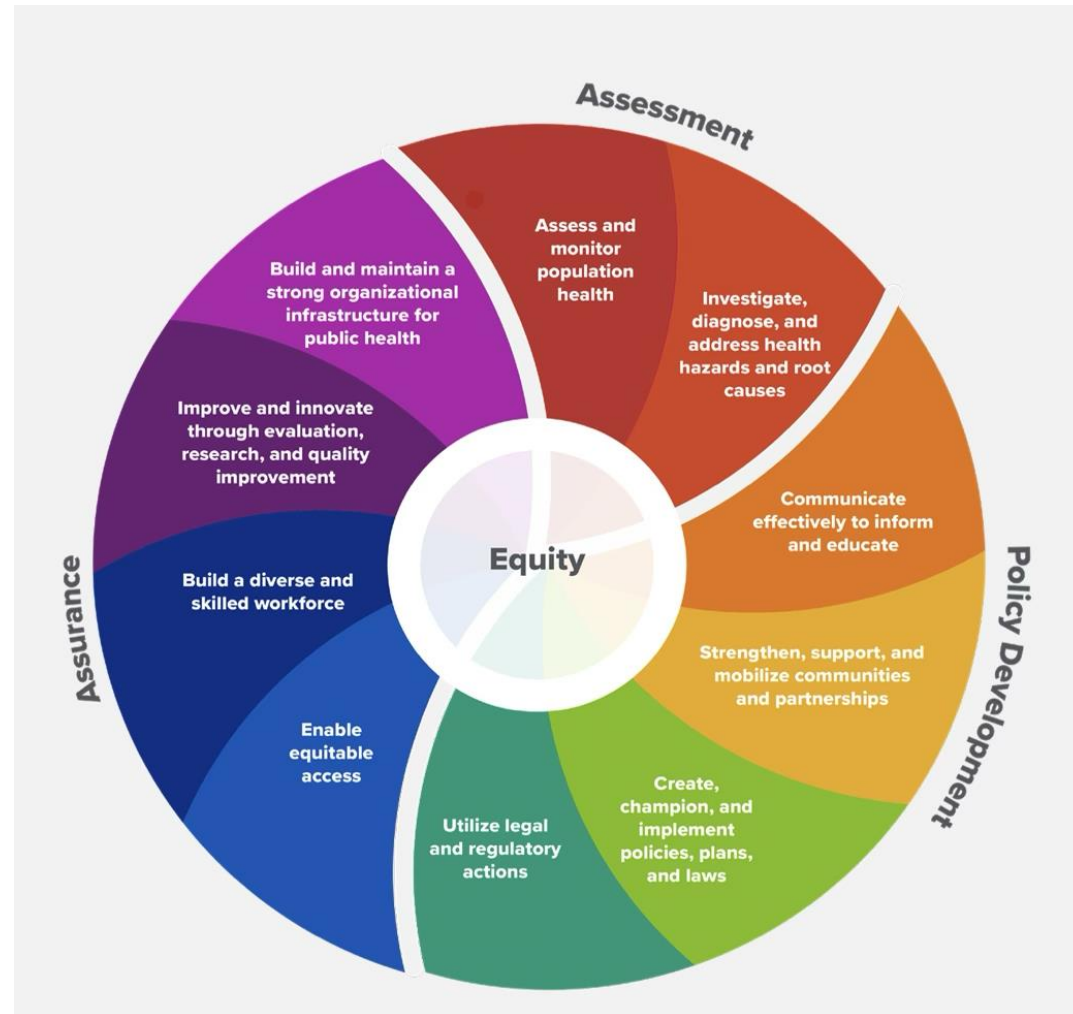
Ten Essential Public Health Services

A framework for public health to protect and promote the health of all people in all communities

To achieve equity, the Essential Public Health Services

- actively promote policies, systems, and overall community conditions that enable optimal health for all and;
- seek to remove systemic and structural barriers that have resulted in health inequities. Such barriers include poverty, racism, gender discrimination, ableism, and other forms of oppression.

Everyone should have a fair and just opportunity to achieve optimal health and well-being.



Population-based approach

https://uk.sagepub.com/sites/default/files/upmassets/3989_book_item_3989.pdf

Population based approach uses a **defined population (community) as the organizing principle for preventive action** targeting the broad distribution of **diseases and health determinants**.

Five (5) principles that characterize population-based approach:

- Community perspective
- A clinical epidemiology perspective (population-based data)
- Evidence-based practice
- Emphasis on effective outcomes; and
- Emphasis on primary prevention

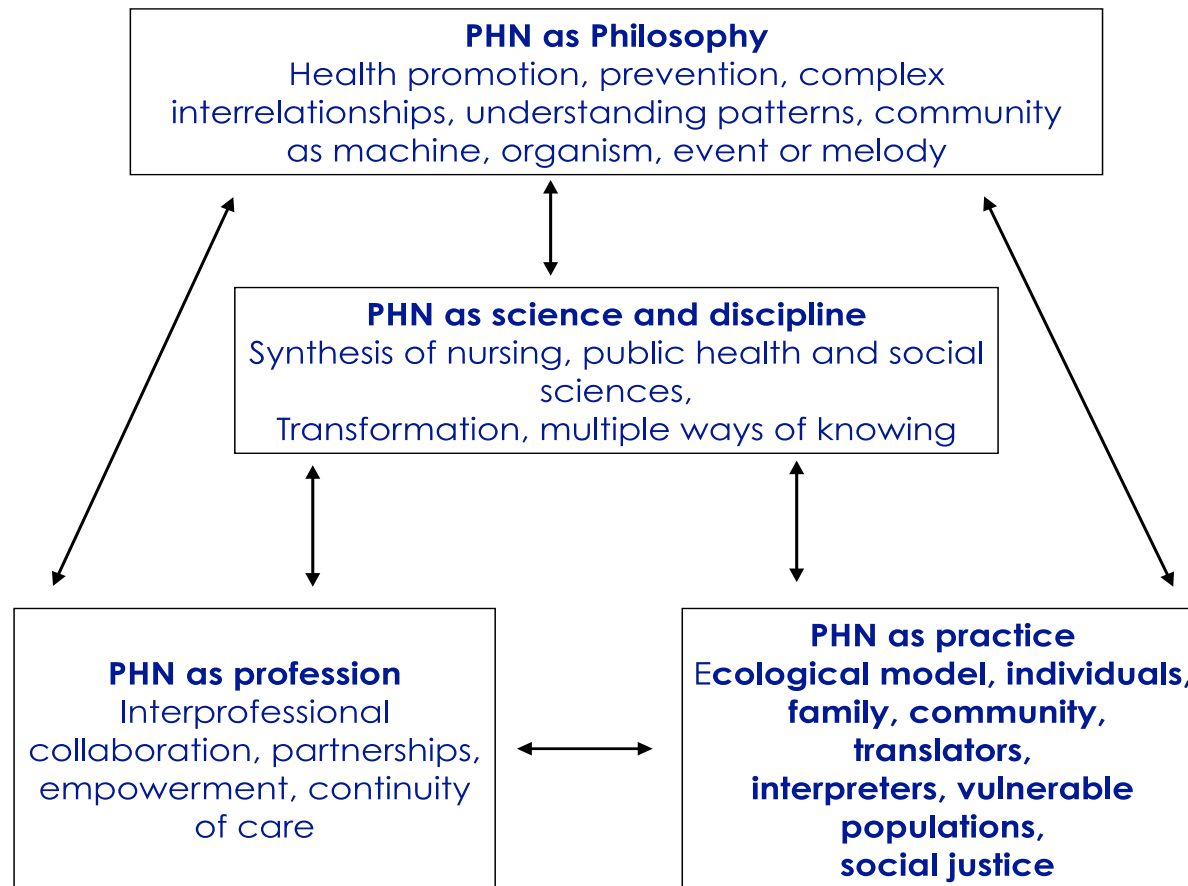
What is population-based practice?

https://www.health.state.mn.us/communities/practice/ta/phnconsultants/docs/0303phn_popbasedpractice.pdf

¹Williams, C A, & Highriter ME. Community health nursing: population focus and evaluation. Public Health Reviews. 1978, 7 (3- 4): 197-221.
²Turnock, B. Public Health: What It Is and How It Works. Gaithersburg, MD: Aspen Publishers, Inc., 1997.

- ❖ Focuses on **entire population**¹
- ❖ Grounded in an **assessment of the population's health status**
- ❖ Considers the **broad determinants of health**
- ❖ Emphasizes all **levels of prevention**²
- ❖ Intervenes with **communities, systems, individuals and families**

**Public/community health
nursing; population-based
public health nursing
practice**



Integrated Public Health Nursing Knowledge

(Kulbok and Ervin, 2012)

Public health nursing as a population-based practice

Public health nursing

- practice of promoting and protecting health of the population using knowledge from nursing, social and public health sciences (APHA, Public Health Nursing Section, 1996).
- population-focused, community-oriented nursing practice
- goal is the prevention of disease and disability for all people through the creation of conditions in which people can be healthy (ANA, 1999)

Community health nursing

- is a synthesis of nursing practice and public health practice, applied to promoting and preserving the health of populations.
- health promotion, health maintenance, health education and management, coordination and continuity of care are used in a holistic approach to the management of the health care of individuals, families, and groups in a community (ANA, 1986)

Public/Community Health Nursing

Public health nursing

- Assess population health needs
- Diagnose and develop policy in relation to community health needs
- Plan for the community as a whole in order to prevent disease and disability and preserve the health of the population
- Implement the plan while ensuring resources are available to all who need them
- Evaluate the health status of the whole population

Community health nursing

- Deliver health services to individuals, groups and families
- Diagnosis is based on the needs of individuals, family or group
- Work to promote health and prevent illness in groups and families to increase family health
- Implementation is based on individual needs
- Evaluate whether health needs were met on the individual, family or group level

How do they relate?

Public health nursing is an umbrella term that encompasses community health nursing. Both have the goal of promoting, preserving and maintaining the community's health.

What boundaries exist?

Boundaries between these two concepts exist in relation to the level of assessment. Public health nurses are trained and educated to assess the population's overall status, whereas, the community health nurse's knowledge lies within assessing the needs of individuals and families within the population that they work with.

Core Competencies of PHN According to Levels of Mastery

**Quad Council Coalition (QCC) of Public Health Nursing Organizations, 2018*

Tier 1 Generalist Community/Public Health Nurses

- Carry out **day-to-day functions** in community organizations or state and local public health organizations including clinical, home visiting and population-based services
- Responsibilities may include **working directly with at-risk populations**, carrying out health promotions programs at all levels of prevention, basic data collection and analysis, field work, program planning, outreach activities, programmatic support and other organizational tasks
- Skills and competencies are **applied in the provision of services to individuals, families or groups**

Tier 2 Program Management/ Supervisory Level

- Competencies apply to public health nurses with an array of **program implementation, management and supervisory responsibilities** including responsibility for clinical services, home visiting, community-based and population-focused programs.
- Responsibilities may include implementation and oversight of personal, clinical, family-focused and population-based health services; program and budget development; establishing and managing community relations; establishing timelines and work plans and presenting recommendations on policy issues.

Tier 3 Senior Management/ Executive Level

- Competencies apply to public health nurses at an **executive or senior management and leadership levels** in public health or community organizations
- Responsibilities include oversight and administration of programs or operation of an organization, including setting the vision and strategy for an organization (i.e. public health department, public health nursing division or executive director of a non-profit community organization).
- Generally are placed at a higher level of positional authority with the agency or organization, bringing similar or higher level knowledge, advance education and experience.

Interventions are actions that PHN must take on behalf of individuals, families and communities. Based on nurse's clinical judgment about the phenomenon of concern and theoretical, practical or scientific knowledge about the relationships between potential interventions and desired outcomes (ANA, 1995)

Population-based, individual-focused interventions

- person-to-person interventions that create changes in health status, knowledge or skills in individuals, either singly or in families, classes or groups
- persons receive these services because they are members of a designated population

Population-based, community-focused interventions

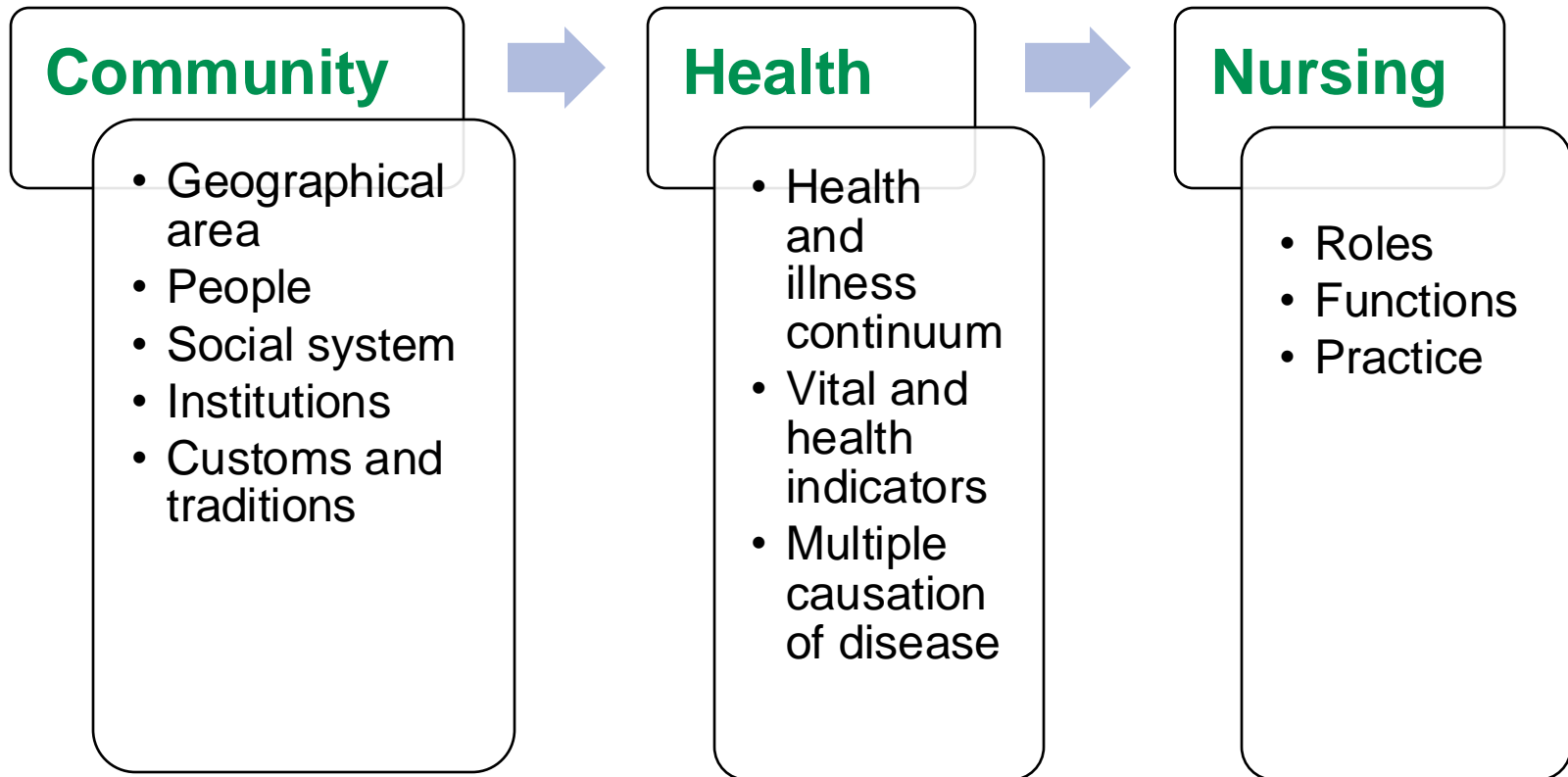
- create changes in community norms, awareness, attitudes, practices and behaviors
- directed toward groups of persons within or all persons in the community

Population-based, systems-focused interventions

- create change in organizations, policies, laws and structures
- focus is not directly on the individuals or communities but on systems that serve them

Application of the nursing process in the care of population group and the community

Defining community health nursing



A quick look at what CHN is all about



Goal of professional practice	Promotion and preservation of the health of the population
Nature of practice	Comprehensive, general, continual and not episodic
Knowledge base	Nursing and public health
Levels of clientele	Individual, family, population group, community
Focus of practice	Primacy of the population as a whole

Concept of community

Derived from the Greek word “komunitas” meaning **people**

Sander defines community as

- a collection of people
- a place
- a social system



Concept of health

World Health Organization (WHO), 1986



A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity

Health as a relative concept



A dynamic state in the life cycle of an individual, family or community; implies continuous adaptation to the physical, biologic and social environment

Characteristics of CHN Practice

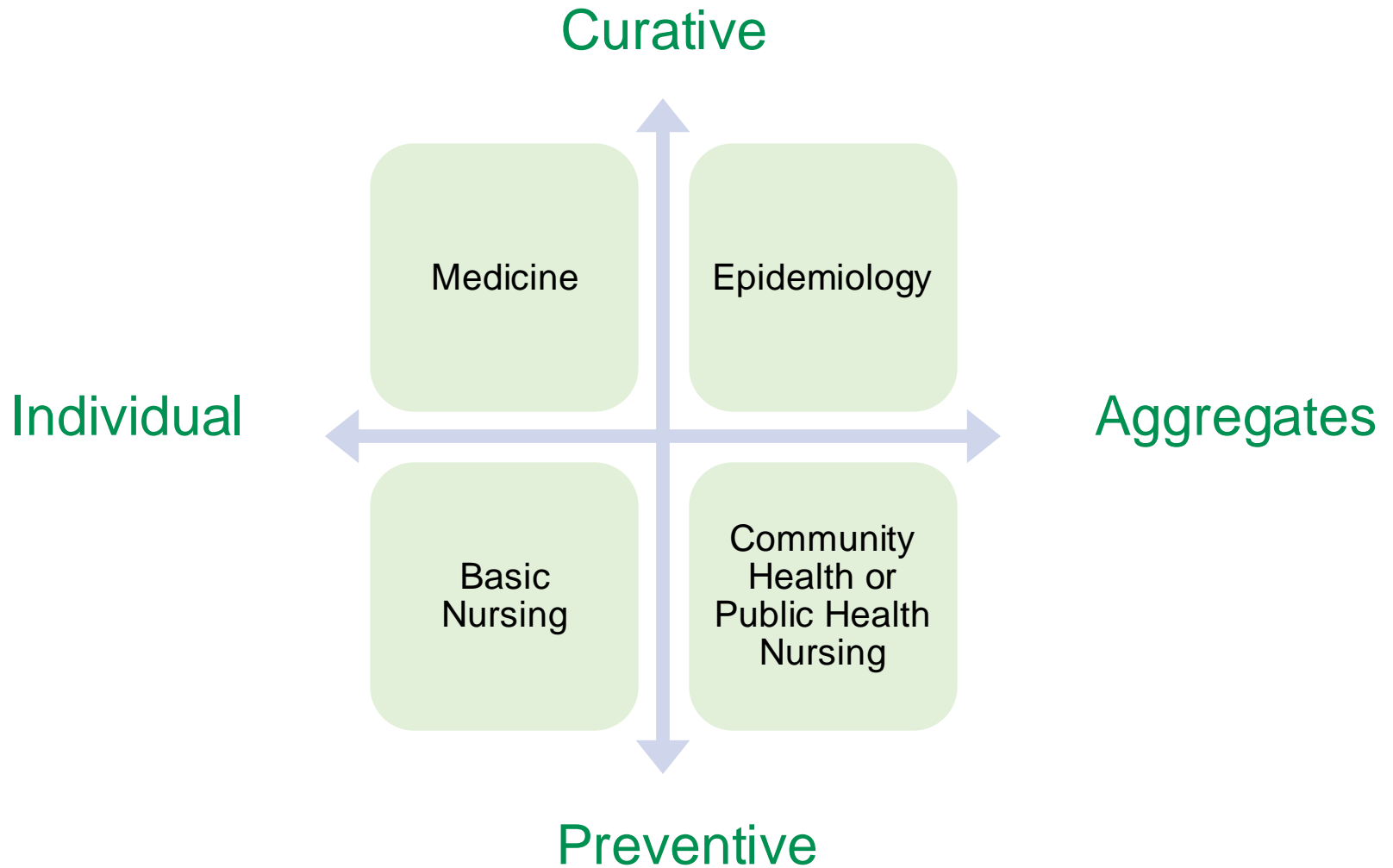


- ❖ A field of nursing practice; a nursing specialty within a larger discipline
- ❖ Combines the specialized knowledge of public health with nursing practice
 - Emphasis on populations
 - Promotion of health and prevention of illness
 - Use of measurement and analysis of aggregates
- ❖ Effective management and organization of health services
- ❖ Involves interdisciplinary collaboration with other professionals
- ❖ Promotes client self-care for their own health

Attributes of Community Health Nursing

Population consciousness	Awareness of factors that impinge on health of populations as well as individuals
Health orientation	Emphasis on health promotion and disease prevention rather than cure and illness
Autonomy	Greater control over health care decisions by both nurse and client
Creativity	Use of innovative approaches to health promotion and resolution of health problems
Continuity	Provision of care on continuing, comprehensive basis rather than short-term, periodic basis
Collaboration	Nurse and client as equals; collaboration with other segments of society
Intimacy	Greater awareness of the reality of client lives and situations
Variability	Wide array of clients at different levels, ethnic backgrounds and settings

Scope of CHN Practice



Basic Principles in CHN

- In community health nursing, **the community is the patient, the family is the unit of care and there are four levels of clientele- individual, family, population group and the community.**
- In community health nursing, the client is considered as an **active partner** not a passive recipient of care.
- The goal of improving the community's health status is achieved through **multidisciplinary effort.**
- CHN practice is affected by **developments in health technology** in particular, and **changes in society** in general
- CHN is **part** of the health care system and the larger human services system.

Salient Features of CHN/PHN

Theoretical bases for practice

Knowledge and skills from the science of public health and nursing

Setting/place of practice and activities

Outside of purely curative institutions; based in the community- health centers, homes, schools, places of work

Objectives

- Promote and maintain health
- Prevent disease
- Recovery and restoration of the sick to health and rehabilitation
- Enhance capabilities of individuals, families and population groups for self care

Salient Features of CHN/PHN

Patient and
levels of
clientele

Individual patients, families, population groups at risk and the community as a whole

Perspective and
orientation when
establishing
priorities of care

Health of total population or community as a whole

The greatest good for the greatest number
Impact on community health, rather than solely the needs of an individual patient or family

Range of
services
provided

Whole range of services from health promotion, preventive, curative and rehabilitative nursing services

Salient Features of CHN/PHN

Priority concern/stress or emphasis in care

Health and wellness promotion and maintenance
Disease prevention

Types of people and patients seen and served

All types of patients representing total health spectrum
All conditions of health and illness
All age group

Roles and Functions of the Community/Public Health Nurse

Client-oriented roles

- Health monitor
- Provider of nursing care
- Health teacher
- Counselor
- Facilitator
- Advocate
- Role model

Delivery-oriented roles

- Coordinator of health services
- Supervisor and manager
- Change agent

Population-oriented roles

- Community organizer
- Change agent

Client-oriented roles

Health Monitor

Detecting deviations from normal health status of clients through periodic contact/visit and sustained relationship using systematic and objective observation and other forms of data gathering

Provider of nursing care

Providing personal nursing care to the sick and disabled family members; opportunity to develop family's capability on health care by demonstration and teaching responsible members ways of coping with illness situation

Health teacher

Opportunity to influence behavior change by providing educational learning experiences that will improve health skills, knowledge and attitude of clients

Client-oriented roles

Counselor

Provides advice for most intimate and personal problems of clients

Facilitator

Makes services available and accessible to clients by removing barriers to care

Advocate

Acts to resolve difficulties encountered by clients in dealing with the health care system

Role
Model

Performs the behavior to be learned by the client

Delivery-oriented roles

Coordinator
of health
services

Mobilizing health services from other members of the health team so that these are delivered and received as meaningful whole or package based on actual needs

Supervisor
and
Manager

Acts as trainer and supervisor to lower level health personnel as well as as community health workers or volunteers

Change
agent

Changing health behavior of individual, family, group and community including lifestyles in order to promote and maintain health using advocacy and empowerment strategies

Population-oriented roles

Community
Organizer

Drawing active participation and enhancing community participation in planning, organizing, implementing, monitoring and evaluating health programs and services; initiating community development activities

Change
agent

Changing health behavior of individual, family, group and community including lifestyles in order to promote and maintain health using advocacy and empowerment strategies

Functions and activities of the DOH Public Health Nurse

Management

Plans and organizes the nursing service of the health unit

Participates in the preparation and implementation of the municipal health plan

Implements the nursing service plan

Monitors and evaluates implementation of the nursing service plan

Initiates changes for the improvement of services

Manages the RHU in the absence of the Rural Health Physician

Training and supervision

Participates in meeting the training needs of midwives, student affiliates and other trainees

Supervises the Rural Health Midwives

- Formulates a supervisory plan

- Implements supervisory plans through visits and activities related to personnel management

- Monitors and evaluates midwives' performance

- Maintains records and reports

Provision of health and nursing care

Provides health and nursing care to individuals, families and communities

Conducts health education activities

Coordinates the following:

- identification of resources which can be tapped in the implementation of health care to individuals, family and community