

## HEALTH PROMOTION: A CONCEPT ANALYSIS PAPER

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### ABSTRACT

This paper aims to deepen our understanding of the concept of health promotion. This paper explains the concept of 'Health Promotion' from different aspects, like social and theoretical, and also includes definitions of the concept from different dictionaries. The author intends to explain the concept by explaining the possible attributes or characteristics that define the concept of health promotion, related terms to the concept, recognizing the antecedents (factors) that influence health promotion, as well as potential effects or consequences of health promotion. We conduct this concept analysis using Walker and Avant's (1995) Eight Steps method. Different databases are searched, like PUBMED, Google Scholar, and CINHALL, for searching articles for the analysis of this concept of health promotion.

### Walker and Avant (1995) Eight Steps for Concept Analysis

- 1) Identification of suitable concept for analysis
- 2) Determination Purpose of analysis
- 3) Review of literature
- 4) Clarification of attributes
- 5) Present a model case
- 6) Clarification of antecedents
- 7) Clarification of consequences
- 8) Empirical references

**Keywords:** Health 2) Promotion 3) Health Promotion

### Analysis of Key Terms

#### 1) What is Health?

According to WHO, health is explained as "health is that state in which the person is complete from all aspects like physical, mental, and social wellbeing and has absence of any infirmity or disease." According to WHO definition, a person is said to be in good health if he or she is complete or well physically, socially, and mentally and has no disease or disability. In the Oxford Online Dictionary (2016), health is described as "a state of being" or "free from disease or arm." So according to the Oxford Dictionary (2016) definition, a person is said to be healthy if he or she has no injury or illness. According to Merriam-Webster Online Dictionary (2016), the definition of health is "being in good health or not suffering from any y illness." A person is said to be healthy or in good health if he or she is free from all types of illness, stress, and disabilities.

The above definitions of health are so broad that no one can declare himself or herself to be healthy because it includes complete well-being and fit from all aspects and is seen to be the unrealistic or visionary aspect of health. (Maben & Clark, 1995)

#### What is Promotion?

The Cambridge Dictionary discusses promotion as "to promote someone to a more senior, crucial position or function." Chamber Dictionary (1989) defines the word promotion in different ways: "to proceed, to advance," or "to increase sales by using advertisements." The Chamber Dictionary's first two definitions are appropriate for linking the word promotion with the concept of health. (Maben & Clark, 1995)

#### What is health Promotion?

Based on the above-written definitions of `Health` and `Promotion` from the different dictionaries, we

can define health promotion as "bring a person to a high state of wellbeing," as it does not clearly define the concept of health promotion, so for that purpose, the author explains the concept of health promotion from different literature and aspects to make it easy to understand.

### **Literature Review**

According to the Ottawa Charter (1986), "The process of giving people the ability to manage and enhance their health is known as health promotion." Health promotion constitutes a complete political and social process; it not only includes reinforcing the abilities and skills of individuals but also focuses on changing and improving the economic, environmental, and social conditions so as to improve individual health. The Ottawa Charter mentions the three basic approaches for health promotion: a) advocacy for health to establish the circumstances for health; b) enabling all humans to achieve the high potential of health; and c) mediating between distinct societal objectives in the search for health. According to the Ottawa Charter, if we explain health promotion, it is a process through which we enable people to increase their control over and improve health. If a person has control over his or her health and can maintain a balance of the internal and external environment, then we can say that the person is healthy. (Strandmark K, 2016)

Health promotion is the process of improving a population's health status by providing them more control over their health and its determinants so that they can live healthy lives through the process of education, prevention, and advocacy. This is known as health promotion. (Sitko et al., 2016)

According to the Health Promotion Model (HPM) presented by Dr. Nola Pender, health promotion is defined as "health promotion is the practice of motivating people to live healthy lives in order to improve their overall health and wellness." The social learning theory developed by Albert Bandura in 1977 and the Fishbone theory serve as the foundation for the HPM. 'The social learning theory is concerned with behavior elements, such as exercise, and and that behaviors are the elements that can promote health.' While 'The learning theory highlights the cognitive aspects that direct an individual to modify their behaviors.' Health-promoting behaviors are encouraged in individuals and communities through health promotion programs. There is a wide range of potential health

promotion activities available, including dietary instruction, programs for quitting smoking, programs involving physical exercise first aid training, etc. The aim of the Health Promotion Model (HPM) is to assist people in adopting those behaviors that enhance their health and reduce their risk of illness. (Khoshnood et al., 2020)

According to the National Health Service (NHS), the definition of "the process of giving people the ability to influence the factors that determine their health and so enhance it is known as health promotion." According to this definition, we can promote the health of our community people by giving them the power and strength to influence the factors that determine their health, like social, medical, behavioral, environmental, and physical aspects, as well as genetics, so as to enhance their level of health. (Sitko et al., 2016)

The Sociology of Health Promotion provides studies of risk, health, consumption, lifestyle, and public health programs in modern times. In addition, it looks at socio-political critiques of health promotion and considers whether these critiques could affect practice and policy. Health Promotion intends to alter society to reduce social injustice and provide every person an equal opportunity to perform those practices, e.g., a healthy lifestyle, exercise autonomy, and democracy that promote a healthy life.

According to the American Journal of Health Promotion (AJHP) in 1989, the concept of health promotion is discussed as the science and art of encouraging individuals to alter their lifestyles and ways of living to get or achieve optimal health, which is called health promotion. Optimal health means the balance of health from all aspects like social, spiritual, physical, emotional, and intellectual health. Lifestyle changes include enhanced realization, changes in behaviors, and creating a supportive environment for health promotion. This journal is mainly focused on the changes in lifestyle for health promotion. We can promote the health of a community by changing their lifestyle to that of healthy to promote their health. (Mittelmark et al., 2016)

### **Attributes to Health Promotion**

Defining attributes are those characteristics that are associated with a concept. Each concept analysis will have multiple defining attributes; however, to explore the concept, one must decide which attribute

is relevant to a concept and support and explain the concept. (Walker & Avant, 1995)

The main attributes that are discussed in this paper related to health promotions are 1) supporting healthy lifestyles 2) Provision of health education 3) Developing personal skills 4) Creating a supportive environment. (Roll, 2018)

### **Supporting Healthy Lifestyle**

Supporting a healthy lifestyle is the most powerful attribute of health promotion. Physical activity and a healthy or nutritious diet are important features of supporting a healthy lifestyle. Improving physical activity has a good result on health promotion. A study was performed that got together the aerobic, balance, and strength exercises for the improvement of body fitness and composition. (Mitic & Aleksandrovic, 2021)

According to the different studies, a healthy lifestyle can be provided by "motivating for participation," providing 'social support` and also being supported politically and financially. (Roll, 2018)

A healthy or nutritious diet is the sub-attribute of a healthy lifestyle and has a main role in your health promotion. A healthy diet keeps a person healthy physically and mentally, so while promoting the health of any individual or group, it must be kept in the record that a balanced and nutritious diet is compulsory for a healthy Some other features are also present that contribute to a supportive, healthy lifestyle but play a dependent role, like smoking, stress management, and sexual health. (Wells et al., 2014)

### **Health Education**

Providing health education is another important attribute of health promotion in our study. Health education is a combination of all planned learned activities that are theoretical or evidence-based, providing equal opportunities to gain the required knowledge, skills, and attitudes that are important for maintaining healthy behaviors. Health education includes communication initiatives that focus on influencing the requirements for changing behaviors, such as skills, knowledge, value, and belief. Health education can be provided through multiple channels, like face-to-face, social media, chat groups, seminars or other forums, hard copies or electronic documents, chat groups, websites, etc. In 2016, the Shanghai conference was established on three thematic foundations, like health literacy, good

governance, and healthy cities, all of which are important components of health promotion.

The three main features that are related to this attribute of health education are the content of health education, health education methods, and the persons who receive the health education. So by taking these features into account, we can provide health education that will help in the promotion of health. For a health education provider, it is important that he/she be educated so as to contribute to health promotion. (Norton, 1998)

### **Developing personal skills**

Developing personal skills is also one of the attributes of health promotion. Developing personal skills by supporting people in the development of personal, social, and life skills to increase control over their health by selecting the choices that are leading toward health promotion. (Mittelmark et al., 2016)

### **Create a Supportive environment**

Create a supportive environment is another attribute of health promotion. Create a supportive environment and establish a link between people and their surroundings to promote health. It involves dealing with the social norms, cultural values, physical surroundings, political systems, and economic systems that form the community, workplace, and home environments in which people live individually and in groups. The European Networks of Health Promoting Schools and Workplaces are important examples of practical applications. (Mittelmark et al., 2016)

### **Summary of the attributes of concept**

Health promotion is the effort to promote and improve the health of individuals and communities, and it is also concerned with disease prevention, though this isn't the main goal as health is not merely the absence of a disease. Other associated ideas of participation, empowerment, equity, and collaboration are ways to promote health. The provision of knowledge, counsel, assistance, and skill development in the form of health education is a prerequisite for health promotion and aims to highlight important subjects. It also helps to strengthen a person's resistance to disease or illness. It has been viewed as associated with victim-blaming changes in behavior. Even though this isn't typically found in literature anymore, it might still exist in

practical applications. On a larger scale, health promotion relates to a greater impact on health. Therefore, with an understanding of the implications for legislation and policy as well as the goal of bringing about social changes to enhance health and promote the health of the community. (Maben & Clark, 1995)

### **Related Concepts**

There are many other concepts related to Health promotion that include well-being, collaboration, and community empowerment etc.

### **Antecedent to Health Promotion**

The events or episodes that take place before the identification of the concept are known as antecedents, and they provide valuable information about the essential characteristics of the notion of the concept health promotion. (Walker and Avant)

When considering the qualities or requirements needed for the idea to be implemented in practice, comprehension of the concept of what health is, which specific component of health is being emphasized, and what factors are influencing health (e.g., poverty, smoking, illiteracy, stress, automobile emissions) is necessary. Additionally, it would be crucial for there to exist a suitable resource for a person or group to acknowledge and know about their current state of health and the necessity of health promotion, along with these requirements needed for health promoters to comprehend the idea of health education and information sharing and have necessary abilities to do this. (Maben & Clark, 1995) According to different literatures Two antecedents were recognized that preceding the concept of health promotion 1) Having healthcare access and 2) lack of Sensitized healthcare providers

### **Having Healthcare Access**

I recognize "having healthcare Access" as an antecedent since several Researchers have noted that people face different barriers while trying to obtain healthcare services. Some of those barriers include behavioral, Physical, and Communication barriers. Health promoters find it difficult to provide education regarding health promotion to people with different harmful behaviors (sedentary lifestyle and smoking etc.), people having communication problems e.g. lack of transport, media access, and language barriers, and the people with a physical problems (diseases or disabilities) found it difficult

to go and seek for health promotion behaviors. (Marks & Heller, n.d.)

### **Lack of Sensitized healthcare providers**

Lack of sensitized healthcare providers is also one of the antecedents of the concept of health promotion. Sometimes healthcare providers concentrate on one aspect of health promotion and pay less attention to other aspects while providing health promotion education. For example, if we provide health education without social or environmental support, then, in that case, health promotion is compromising because, as we studied in the above discussion, for the promotion of health, we have to take all of its aspects, e.g., social, physical, environmental and political, to promote the health of an individual, group, and community. So healthcare providers must know all the characteristics or aspects of health promotions.

### **Model case**

Madina gave birth to a baby 24 hours ago in a gaynea ward of a civil hospital. The baby is not eager to feed, and Madina is experiencing issues while feeding her baby. Laiba, who was a staff nurse therein the gaynea ward, spent 2 hours helping her to induce the baby to feed. She had the first of many successful feeds because of Laiba's (staff nurse) abilities, which gave her the control, confidence, and support she needed to learn the ropes. The baby continues to flourish and gain weight during the next few weeks as a result of this support and guidance provided by Laiba to her. Madina receives support in the community from volunteer organizations, including WHO breastfeeding counselors and the National Childbirth Trust. Madina has joined both organizations at Laiba's recommendation to promote breastfeeding awareness among lactating mothers. She also joins the 'Nestle Campaign boycott,' which aims to stop the persistent promotion of baby milk in developing nations.

A few months later, Madina started her training to become a lactation breastfeeding counselor to assist lactating women in the future as they become more self-assured and to encourage breastfeeding in all facets of the community. Nurse Laiba is a member of the National College of Nursing and has been involved in meeting with the Department of Health in the policy formulation for promoting breastfeeding.

All the requirements are met by this model case, which shows that health promotion is a continuous process that evolves over time through health education and policy making by providing social and political support, and that it is rare for all the characteristics to be present in a single situation.

### **Consequences of Health Promotion**

Health promotion is the process of improving health through knowledge, attitudes, skills, and behavior through the development of individuals, groups, and communities.

The consequences of health promotion are to have a positive impact on people and communities living, health behaviors, and working environments, which improve everyone's quality of life. Health promotion through health education helps the people of the community to improve their way of living, prevent diseases and disabilities, promote healthy lifestyles and behaviors, and follow those practices that have a positive impact on their health promotion.

Furthermore, 'Health Promotion' education and policy bring a positive change in the improvement of health and well-being of a community by providing them social, environmental, and political support to allow all individuals to promote their health and prevent themselves from disease or any other health issues.

Health promotion helps and brings the individual or group to a high level of wellness so that he/she becomes more productive for his/her family and community and is not much affected by life and environmental stresses.

### **Conclusion**

In a conclusion, the concept of health promotion was chosen for concept analysis since people and healthcare providers both acknowledge it as a major confusion and they mix it with health education because health promotion and health education are relative terms, but this analysis paper clarifies to the reader the concept 'Health Promotion' up to a possible extent that health education is one of the attributes or characteristics of health promotion through which we can promote the health of individuals or groups.

Furthermore, according to different definitions and ideas that are discussed about the concept of health promotion, we can promote the health of our people in different ways, like improving their lifestyle, educating them, changing their behaviors,

developing personal skills, creating a supportive environment, and supporting them socially, economically, and politically. A model case is discussed that explains that health promotion is a continuous process; health can be promoted by continuous health education, guidance, making proper health policy, and social and political support to an individual, group, or community so as to improve their health.

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