



## Patient Education and Health Promotion

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IMPORTANT

NOTES

GOLD

EXTRA

### OBJECTIVES

- Recognize the impact of different lifestyle modification measures on atlas of morbidity of Saudi population.
- Explain patient education purposes and factors to consider in the process and how to ensure its effectiveness.
- Define health promotion with example to encourage good behavior and discourage bad health behavior.
- Become aware of health belief model.
- Discuss why primary care is the optimum setting for health education and health promotion.

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Sources	Drs Slides and Notes

## Defining Health The World Health Organization

Health is a state of complete physical, mental, and social well-being and not merely the absence of disease and infirmity.

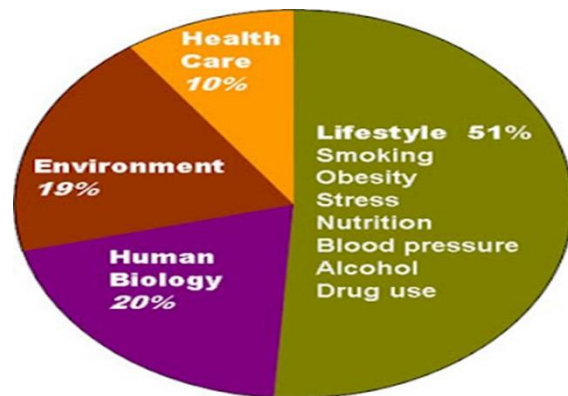
### The Atlas of Morbidity in KSA

Prevalence of hypertension and risk factors in three national studies

Diseases and risk factors	*Nozha et al (%)	**Stepwise + MOH study (%)	***IHME + MOH (%)
Hypertension	26.1	26	15.2
Diabetes Mellitus	23.7	17.9	13.2
Hypercholesterolemia	54	19.3 (TG 40.3)	8.5
Body mass index (BMI)			
A- 30	35.5	36.1	28.7
Overweight	35.6		30.7
Central obesity		29.4	
Smoking	12.8	12.9	12.2
Consuming less than 5 servings of fruits and vegetables /day		93.5	92.8
Low physical activity	96.1	33.8	60.3
Coronary artery disease	5.5		
Metabolic syndrome	39.3		

• \*conducted 1995-2000 on more than seventeen thousands Saudis aged 30-70  
 • \*\*conducted 2004-2005 on 4758 Saudis aged 15-64  
 • \*\*\*conducted 2013 on 11700 Saudis aged 18-64

The commission on social determinants of health: tackling the social roots of health inequities



## The Iceberg Phenomenon

The **iceberg phenomenon** is a metaphor emphasizing that in every health problem the number of known cases of **disease** is outweighed by those that remain undiscovered, which is compared to the unseen part of an **iceberg** that is much larger than the part that is visible above the water.



## Physical Activity

A sedentary lifestyle increases the risk of:

- Overall mortality (2 to 3-fold)
- Cardiovascular disease (3 to 5-fold)

The effect of low physical fitness is comparable to that of hypertension, high cholesterol, diabetes, and even smoking.

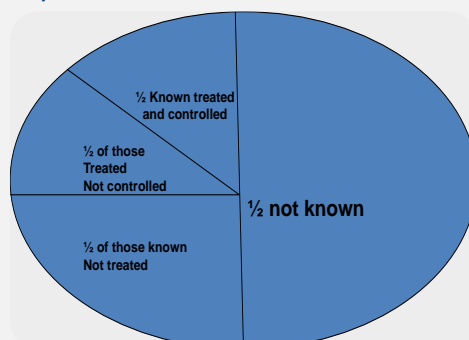
## Overweight

Increased weight is associated with:

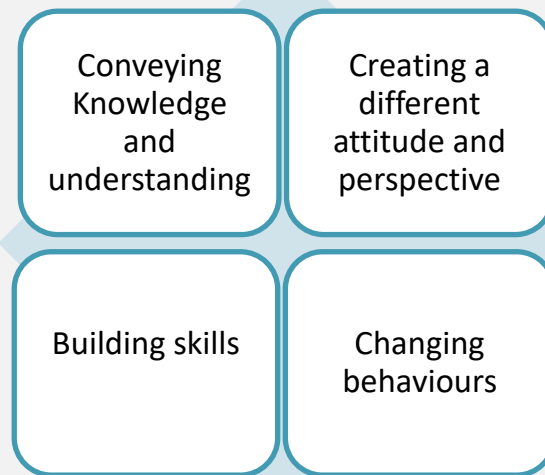
- Increased risk of overall mortality (up to 2.5-fold in the 30-44 age group, less at older ages)
- Increased risk of cardiovascular mortality (up to 4-fold in the 30-44 age group, less at older ages)
- Increased risk of diabetes (up to 5-fold)
- Increased risk of hypertension
- Increased risk of some cancers
- Increased risk of gall bladder disease

## Hypertension

- **The Rule of Halves in Hypertension:** The 'rule of halves' for hypertension states that: 'half the people with high blood pressure are not known (undiagnosed), half of those known (diagnosed) are not treated and half of those treated are not controlled'.



## Principles of Patient Education



### Factors to Consider

- Patient's and family's beliefs and values
- Their literacy, educational level and language
- Emotional barriers and motivations
- Physical and cognitive limitations
- The financial implications of care choices

### To Ensure Patient Education is Effective

- Incorporate it into mission and strategic priorities
- Create environment that encourage patient education efforts
- Ensure infrastructure to oversee, provide and support patient education
- Incorporate it policies, procedures and protocol
- Ensure performance improvement address patient education

## Improving Patient Education

### Assess educational and clinical needs

- Include in patient education classes
- Skills lab for patient and family
- Individualize printed materials (? culturally sensitive)
- Educational telephone program
- Self-monitoring diaries for self-assessment and learning
- Well prescription (behavior, exercise, diet, stress, reading etc.)
- Workshops for staff
- Multidisciplinary patient education committees + patient +family (needs, design, evaluate)

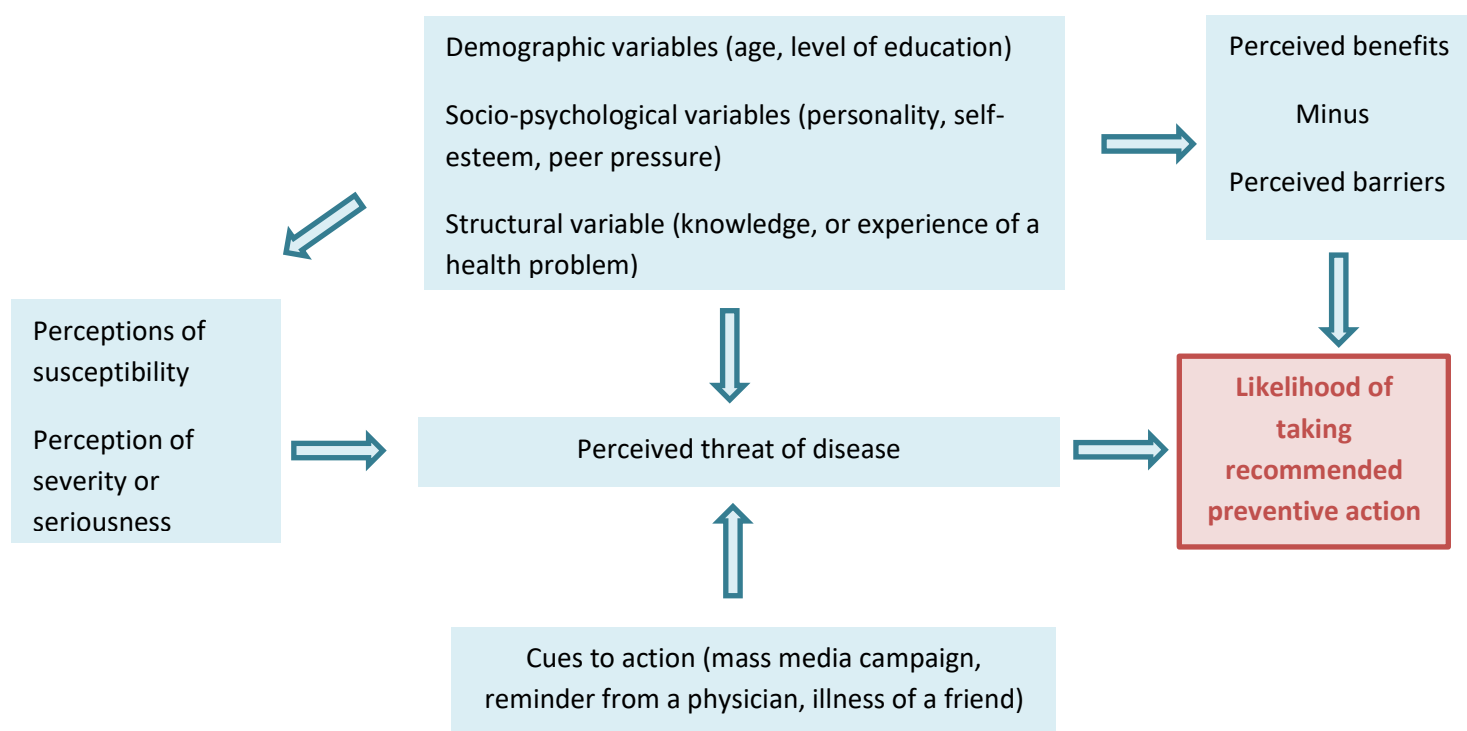
## Challenges to Effective Education

- Sensory and physical impairments
- Illiteracy
- Language
- Age
- Social, cultural, spiritual

## The value of patient education can be summarized as follows:

- Improved understanding of condition, diagnosis, disease, disability
- Improved understanding of methods and means to manage multiple aspects of medical condition.
- Improved self-advocacy in deciding to act both independently from medical providers and in interdependence with them.
- Increased Compliance.
- Patient Outcomes –respond well to plan – fewer complications.
- Informed Consent.
- Utilization – More effective use of medical services.
- Satisfaction and referrals.
- Risk Management - Lower risk of malpractice when patients have realistic expectations.

## Phases of the Health Belief Model



## Six main constructs

### People are ready to act if they:

1. Believe they are susceptible to the condition. (**perceived susceptibility**)
2. Believe the condition has serious consequences (**perceived severity**)
3. Believe taking action would reduce their susceptibility to a condition or its severity (**perceived benefit**)
4. Believe cost of taking action (**perceived barriers**) are outweighed by the benefits
5. Are exposed to factors that prompt action (e.g., television, reminder...etc.) (**cues to action**)
6. Are confident in their ability to successfully perform an action (**self-efficacy**)

## What is Health Promotion?

*Concept was first introduced in USA 1979*

environmental, social, and financial supports that help individuals and groups reduce negative health behaviors and promote positive change among various population groups in a variety of settings.



## Behavior Change Is it an Easy Task?

- Can we expect people to adopt a healthy lifestyle after they have been exposed to a health promotion program?
- Can we force people to participate in sport and physical activities because we believe they are good for their health and soul?
- **No** ... Getting people to engage in health behavior change is a complex process that is very difficult even under the best of conditions. (e.g. Even though the population is aware and **educated** about the fact that smoking is harmful, some people continue to do it)

## What Has Been Done?

- **In the past three decades:**
  - widespread interest in good health, wellness, and health behaviors,
  - recognized for its potential to improve quality of lives, longevity & adaptation healthy lifestyle,
  - Programs to promote good health among general population.
- **WHO Annual Global Move for Health initiative**
  - To promote healthy diets and physical activity among the world population, both male and female, of all ages and conditions including disabilities worldwide.
- **WHO Global Strategy on Diet, Physical Activity and Health**

## How Do We Change Culture?

- In some culture, “plump” used to be a sign of health and wealth.
- In the Middle East, “round” is seen as successful.
- Some Africans view “heavy” women as a sign of having rich husbands?

❖ Measures which promote good health and prevent or delay the onset of diseases or their complications **is anticipatory care?**

❖ This care aims to:

- Improve the quality of life
- Reduce the premature disability
- Increased life expectancy

**The optimum setting for anticipatory care is Primary Health Care/Family medicine/GP.**

- ❖ Frequent contacts.
- ❖ Defined population.
- ❖ Primary-care team.
- ❖ Dr.-Pt. relationship.
- ❖ Holistic approach.



## QUESTIONS

### QUESTIONS (1)

- “Believe cost of taking action are outweighed by the benefits” is which one of the following terms?

A) Perceived barriers

B) Perceived benefit

C) Cues to action

### QUESTIONS (2)

- Which of the following is not considered a challenge to effective education?

A) Language

B) Age

C) Enthusiasm

### QUESTIONS (3)

- “Are confident in their ability to successfully perform an action” is which one of the following terms?

A) Perceived benefits

B) Self-efficacy

C) Perceived severity

### QUESTIONS (4)

- TRUE OR FALSE, Health Education is the same as Health Promotion?

A) TRUE

B) FALSE

## ANSWERS

B, C, B, B