HEALTH PROMOTION IN NURSING PRACTICE
Dedication

To nurse educators and practicing nurses who teach and role model health promotion. I bid you success as you face the challenges of promoting a culture of health for all.

— C. Murdaugh

To my family and friends for their support during the preparation of this edition; I wish all of you happy and healthy lives.

— M. A. Parsons
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FOREWORD

I am pleased to write the foreword for the eighth edition of *Health Promotion in Nursing Practice*. The promotion of health is recognized globally as essential to the well-being of the world population and to the achievement of health equity across diverse racial, ethnic, and economic groups. Many organizations speak of the need to develop a “culture of health” worldwide. Increasingly, health policies are being designed and implemented to move toward the goal of high-level health and wellness for all. Widespread adoption of this goal by health care providers would result in new models of care, decreased monies spent on acute illness, and a lower incidence of devastating chronic diseases. Access to innovative health promotion programs for all populations, particularly those most vulnerable, is a major focus of this eighth edition.

This book helps the nurse link health promotion practices with national health goals such as those articulated in *Healthy People 2020*. Nurses must lead positive change in health promotion and prevention policies and design health promotion programs as a multisectoral endeavor. Healthy environments, schools, and worksites with adequate air quality, water supply, housing, vector control, and shelter from the devastating effects of natural disasters are essential to quality living. Community-based health promotion strategies are the first lines of support for the health of all people. This new edition provides strategies that nurses can use to help communities activate their power to engage in competent individual, family, and community self-care. These strategies address the social and physical environments critical for healthy longevity. Approaches to evaluating the effectiveness of behavior change programs in communities and in primary care are also described.

New communication, tracking, and linking technologies are developing at a rapid pace, thus enabling widespread dissemination of health promotion information and innovative support of individuals and families who want to make positive lifestyle and environmental changes. Sporadic programs do not result in the continuity of care needed for real health behavior change at the family and community levels. In this edition, the authors speak to the importance of social media, mobile applications (apps), and other digital technologies to support better continuity of care and follow-up essential to effective long-term behavior change.

Cultural sensitivity to the health promotion needs of diverse populations is important as many communities are experiencing a wider array of languages, cultural practices, and lifestyles. Fitting health promotion services to individuals, families, and communities from diverse backgrounds requires listening to their priorities, respecting them as persons with dignity and worth, and adapting health promotion strategies and technologies to differing cultural values, levels of education, and life stages.

It is important that health promotion services be provided by nurses and other health care workers who maintain healthy lifestyles and healthy work environments. The American Nurses’ Association declared 2017 as the year of the *Healthy Nurse*. Educational programs for nurses and other health professionals must provide healthy learning environments and preparation for healthy lifestyles to be consistent with valuing health promotion as an important aspect of nursing practice.
Knowledge about health promotion and effective interventions continues to emerge. This eighth edition integrates the results of the latest research and theoretical advances into useful, evidence-based information to help nurses provide scientifically sound health promotion and prevention services. Dr. Carolyn Murdaugh and Dr. Mary Ann Parsons, nurse experts in health promotion, will inspire you to incorporate new health promotion strategies into your organizational policies, create scientifically sound nursing protocols, and provide leadership in the development of a culture of health.

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PREFACE

The overall goal of the eighth edition is to provide nurses and other health promotion practitioners practical, evidence-based information to promote the health of racially, ethnically, and culturally diverse individuals, families, and communities. The book aims to (1) present a comprehensive approach to health promotion that is based on the most recent research and federal guidelines; (2) describe the role that digital technologies are playing in health promotion in all ages and populations; (3) integrate factors in the social and physical environments that influence health and health inequities; and (4) offer strategies to implement and evaluate programs to promote health in individuals across the life span, and in schools, worksites, and communities. We believe information in the book provides the foundation on which to build the practice of health promotion.

ORGANIZATION OF THIS BOOK

- **Part I, The Human Quest for Health:** Multiple conceptions of health are reviewed, and both individual and community models are described to guide the development of health promotion programs.
- **Part II, Planning for Health Promotion and Prevention:** Strategies are presented to assess health, health beliefs, and health behaviors, and develop a health promotion plan.
- **Part III, Interventions for Health Promotion and Prevention:** Four core health-promoting behaviors are addressed: physical activity, nutrition, stress management, and social support.
- **Part IV, Evaluating the Effectiveness of Health Promotion:** Practical methods for evaluating health promotion programs are described.
- **Part V, Approaches for Promoting a Healthy Society:** Four areas are included: empowering individuals for self-care; promoting health and health literacy and decreasing health inequities in diverse populations with culturally sensitive approaches; promoting health in schools, worksites, and communities; and building a healthy society through social and environmental change.

NEW TO THIS EDITION

- An overview of several theories and models that currently guide the development of digital health promotion applications.
- The role of technology in health assessment and health planning.
- The application of social media, mobile health, and other digital technologies in promoting healthy behaviors for physical activity, healthy eating, and stress reduction.
- The use of online communities to provide support.
- Strategies to empower individuals and communities for self-care.
- Federal plain language guidelines to promote health literacy.
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- Updated information on environmental contaminants, including herbicides, lead, and shale gas extraction.
- Information about the Robert Wood Foundation goal to create a national movement to promote a culture of health which promotes health equity.
- Incorporation of Healthy People 2020 midcourse evaluations and Healthy People 2030.
- Updated chapter content, tables, and figures based on the most recent literature.

For the learner, each chapter contains learning objectives, figures, tables, and displays to highlight and reinforce material covered in each chapter; suggestions for applying the information to practice; recommended avenues for research; and learning activities to provide experiences in health promotion activities and challenge the student to critically think about the chapter content. Last, an extensive reference list is available at the end of each chapter, and relevant websites are included throughout the book.

The book is ideally suited for undergraduate students in nursing and health promotion, graduate students in advanced practice programs, including the DNP, and nurses and other health care professionals who practice in health promotion settings.

ACKNOWLEDGMENTS

We are deeply indebted to Alice Pasvogel, PhD, Assistant Research Scientist, College of Nursing, University of Arizona, who spent countless hours editing, formatting, and preparing the tables and figures. Her patience, attention to detail, and expert editorial assistance enabled us to finish the book in a timely manner.

Our sincere appreciation is also extended to many persons at Pearson who have supported us in completing this revision. We are especially appreciative of Ashley Dodge, who guided the revision of the eighth edition, and Neha Sharma and Cheena Chopra at Noida, India, who worked closely with us during the final preparation and production stages. Neha’s sensitivity to the stressors of writing and deadlines, and both Neha’s and Cheena’s expertise and attention to detail are sincerely appreciated. Last, we acknowledge the reviewers who provided valuable feedback on several chapters for this edition.

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