

Health promotion planning background

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Health Promotion Planning Background Health promotion is an important element in health care and refers to enabling people to increase the control over and to improve their health. The process of promotion involves a lot of protocol and various approaches are used to explain the scope of health promotion. The need for health promotion was developed in response to growing disillusionment in the field of medicine. Therefore a planning background is essential in determining the promotions in healthcare and it follows underlying bases and roots and responsibilities.

The major roots in health promotion relate to a focus on upstream approaches, a focus on non-victim blaming approaches since as they show understanding of the influences of health and concentration on the evidence-based practice (McKenzie, Neiger & Thackeray, 2012). Besides this the roots include participation and empowerment of the people on health care, equity through acting fairly and proper distribution of facilities and ethical principles. Ethical principles refer to autonomy, beneficence, non-maleficence and justice in health administration.

The seven areas of responsibility of health education specialists relate to asset needs, assets and capacity of health education, planning health education, implementing health education, conducting evaluation and research related to health education, administering and managing health education, serving as health education resource person and communicating and advocating for health education (McKenzie, Neiger & Thackeray, 2012). Among these areas, planning for health education, implementing health education and administering or managing health education are important for health educators and specialists.

Planning effective health education programs ensure that potential

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participants for support are recruited, the logical scope for program is developed and measurable program objectives are drawn. Implementing health education programs is important as it ensures that the selected methods and media are suited to implement programs, monitoring and adjustments are made on activities and competence in carrying out programs is exhibited (McKenzie, Neiger & Thackeray, 2012). Administering or coordinating provision of health education services is an important area as it involves development of a plan, facilitation of cooperation among personnel , formulation of practical modes of collaboration among health agencies and organization of internal training programs.

Reference

McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2012). Planning, implementing, & evaluating Health promotion programs: A primer (6th Ed.). San Francisco, CA: Benjamin Cummings.