

Lecture Four

Community Health Nursing Department

Health promotion

Health promotion: is the process of enabling people to increase control over, and to improve, their health. It is also focusing on individual behavior towards a wide range of social and environmental interventions.

Health promotion purposes:

1. Raise health awareness
2. Encourage safety and reduce accidents
3. Reduce number of people smoking
4. Encourage healthy eating habits
5. Reduce alcohol intake.

Health promotion concepts:

1. Build Healthy Public Policy
2. Create Supportive Environments
3. Strengthen Community Actions
4. Develop Personal Skills
5. Re-orient Health Services.

Levels of influences in health promotion:

Four levels of health promotion are identified:

- 1- Environmental: the environment have an effects on organisms. Ex/ pollutions
- 2- Social: it is the social structure and social attitudes, group's behavior, all have effects in health promotion.
- 3- Organizational: community organizations have their structures, decision-making principles, and so they are different in health promotion level.
- 4- Individual: any different individual have his / her own attitudes and behaviors, all of these are influenced in health promotion interventions.

Strategies for Health Promotion:

1. Build healthy public policy.
2. Create supportive environments.
3. Strengthen community action.
4. Develop personal skills.
5. Reorient health services.

Case Management: is a dynamic process that assesses, diagnosis, plans, implements, coordinates, monitors, and evaluates to improve outcomes, experiences, and value.

Four Types of Case Management Models

There are different models of case management;

1. **The Brokerage Model Case Management** : approach in which caseworkers help clients identify their needs and broker supportive services in one or two contacts.
2. **The Clinical Case Management Model:** a form of case management that involves a case manager who acts as a therapist or counselor for the client
3. **The Strengths-Based Clinical Case Management Model:** form of the Rehabilitation-Oriented case model that identifies the client's strengths and goals and works to build habits and facilitate recovery
4. **The Intensive Case Management (ICM) Model:** approach that is similar to the Assertive Community Treatment (ACT) model. It was initially developed to provide care for clients with behavioral/mental health and addiction recovery issues

What are the Stages of Case Management?

The 7 Steps of Case Management.

- Engagement.
- Assessment.
- Planning.
- Implementation.
- Monitoring.
- Review and Analysis.
- Conclusion.

The three dimensions that pervade (intervene) all of the stages.

- 1.Documentation .
2. Supervision, Quality Control and Utilization Review
3. Relationship

The 9 Core Tasks of the Case Management Process

The Case Management Process consists of nine phases through which case managers provide care to their clients:

1. Screening.
2. Assessing.
3. Stratifying Risk.
4. Planning
5. Implementing (Care Coordination).
6. Following-Up.
7. Transitioning (Transitional Care).
8. Communicating Post Transition.
9. and Evaluating.

Community empowerment : refers to the process of enabling communities to increase control over their lives.

Empowerment:

A management practice of sharing information, rewards, and power with employees so that they can take initiative and make decisions to solve problems and improve service and performance.

Empowerment: is based on the idea that giving employees skills, resources, authority, opportunity, motivation, as well holding them responsible and accountable for outcomes of their actions, will contribute to their competence and satisfaction

Nursing empowerment:

Nursing empowerment means the ability to effectively motivate and mobilize self and others to accomplish positive outcomes in nursing practice and work environment.

Nursing empowerment essential for quality improvement

1. enhancing her/his knowledge base and incorporating evidence-based practice (EBP) research findings.

2. Creating an empowered team is a vital nurse leadership function that can significantly influence staff morale, productivity, staff retention and associated costs, patient care quality, and patient safety.

3. Nursing empowerment facilitates nurses in delivering quality care to the clients.

Common tasks to improve the ability to be empowered.

1. Enhancing leadership skills
2. Be a positive change agent
3. Get certified
4. Be an Evidence Based Practice cheerleader.

Factors contributing to nurse empowerment:

1. **Decision-making:** Control of nursing practice within an organization.
2. **Autonomy:** Ability to act on the basis of one's knowledge and experience
3. **Manageable workload:** Reasonable work assignments
4. **Reward and recognition:** Appreciation received for a job well done
5. **Fairness:** Consistent, equitable treatment of all staff.

Key strategies help foster quality improvement:

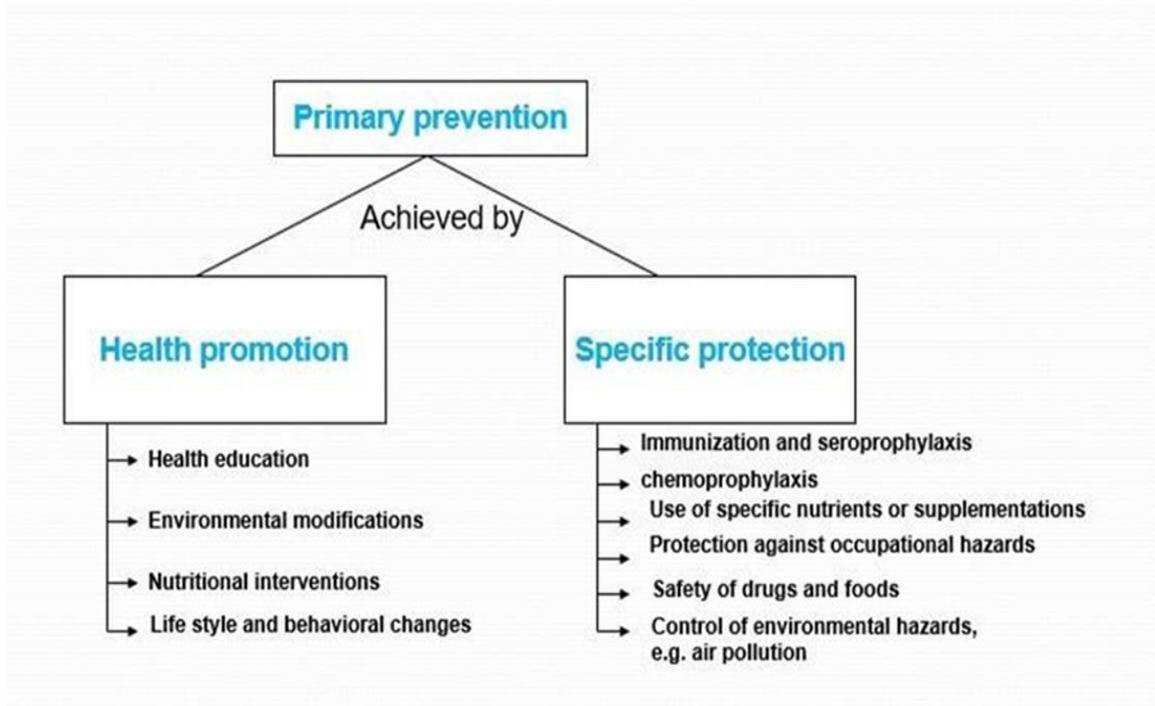
Supportive hospital leadership actively engaged in the work;

Setting expectations for all staff not just nurses -that quality is a shared responsibility;

Holding staff accountable for individual roles;

Inspiring and using physicians and nurses to champion efforts and

Providing ongoing, visible and useful feedback to engage staff effectively.



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