Hilla University College

Nursing Department

Family and Community Health Nursing

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Lecture – 10 –

Approaches to Community Health Nursing

There three approaches to community health nursing :

- ✓ Health Promotion
- ✓ Case management
- ✓ Community empowerment

Health Promotion The process of enabling people to increase control over and to improve their own heath.

Levels of Influence in Health Promotion

- Intrapersonal factors
- Interpersonal factors
- Institutional factors
- Community factors
- Public policy

Strategies For Health Promotion

• Develop public policy that supports health

• Create environments conductive to health

• Strengthen community action regarding health issues

• Develop personal health-related skills

• Reorient health services to focus on health promotion

RE-AIM Framework For Evaluating Health Promotion

• **[R]each:** Is the program reaching the intended target?

• **[E]efficacy:** What are the program's intended and unintended outcomes?

• **[A]adoption:** To what extent is the program being implemented in multiple populations?

• **[I]implementation:** Has the program been implemented as planned?

• **[M]maintenance :** To what extent have program outcomes been maintained over time?

Case Management A process of identifying needs for and arranging, coordinating, monitoring, and evaluating quality, cost-effective primary, secondary, and tertiary prevention services to achieve designated health outcomes.

Levels of Case Management

• Individual case management

• Population case management

Advantages of Case Management for Clients

• Better coordination of care

• Assistance in negotiating a complex health care system

• Access to acceptable and affordable health care services

• Attention to multiple health care needs

• Improved health outcomes

• Continuity of care and consistent assistance

• Reduced cost of care

• Minimization of hospitalization

• Prevention of re-hospitalization

• Elimination of service duplication

• Ease of transfer among agencies

• Better communication among agencies and providers

• Increased access to services

• Decreased paper work

Population Indicators for Case Management

• Populations with high-cost diagnoses

• Populations with high-volume diagnoses

• Populations that will experience significant benefit from case management services**.**

Personal Indicators for Case Management

• Reduced functional status

• History of substance abuse or mental illness

• Poor cognitive abilities

• A history of prior difficulty with compliance

• Age over 65 years

• A recent major life change or change in self-image

• Potential for severe emotional response

• Unrealistic expectations regarding prognosis and probable outcomes

Health-related Indicators for Case Management

• Specific targeted medical diagnoses

• Multiple diagnoses

• History of prolonged recovery or increased potential for complications

• History of frequent hospitalization or emergency department use

• History of intentional or unintentional drug overdose

• Involvement of multiple providers, agencies, or funding sources

Assessing the Case Management Situation

• Assessing the need for case management

• Assessing factors contributing to the need for case management

• Assessing factors affecting the case management situation

Developing the Case Management Plan

- ✓ **Identifying levels of prevention**
- Primary prevention
- Secondary prevention
- Tertiary prevention

- ✓ **Selecting resources**

Implementing the Case Management Plan

• Communicating the plan

• Delegating

• Initiating referrals

• Monitoring implementation

Evaluating Case Management

• Evaluating intervention outcomes

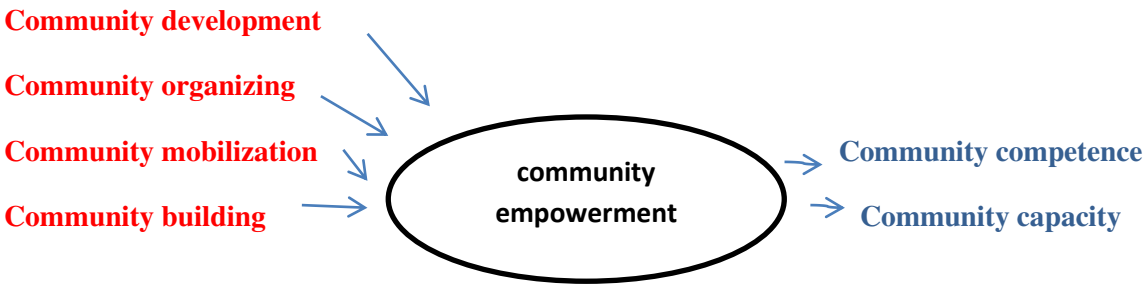
• Evaluating quality of care

• Evaluating the case management process

• Utilization Review (A process of monitoring the necessity of care and the resources used)

Community Empowerment is the process of enhancing capacity of communities to control their own lives, effect change , mobilize and use resources , and obtain services to address health problems and collectively counter health risk behaviors and conditions that produce and support them.

The relationship of community empowerment to other similar concepts



Levels of Community Empowerment

• Individual community level

• Community at large

Process of Community Empowerment

• Assessing communities

• Planning considerations

• Implementation strategies

• Evaluating community empowerment

The Role of Community Health Nurse in Community Empowerment

1. Discovery role: make community members aware of the need.

2. Decision role: assist to determine potential alternative strategies

3. Drive role : assist in mobilizing the community for change

“ Thank you for listen “