

## Book Review 'Health Promotion'

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### Abstract

Written by Ira Nurmala, Fauzie Rahman, Adi Nugroho, Neka Elryani, Nur Laily & Vina Yulia Anhar, preparation of this reference book about health promotion is expected to be a guide for educators, practitioners and the general public to get to know, learn and understand the basic concepts of health promotion in a broad scope. This reference book is also equipped with summaries and practice questions in order to maximize the reader's understanding and become more applicable in carrying out health promotion efforts in every setting. This book can be of great benefit in improving understanding of the concept of health promotion. Before the term health promotion was introduced, society was more know the term health education.

**Kew Words:** behavior; health promotion

### Introduction

Written by Ira Nurmala, Fauzie Rahman, Adi Nugroho, Neka Elryani, Nur Laily & Vina Yulia Anhar, preparation of this reference book about health promotion is expected to be a guide for educators, practitioners and the general public to get to know, learn and understand the basic concepts of health promotion in a broad scope. This reference book is also equipped with summaries and practice questions in order to maximize the reader's understanding and become more applicable in carrying out health promotion efforts in every setting. This book can be of great benefit in improving understanding of the concept of health promotion. Before the term health promotion was introduced, society was more know the term health education. Health education according to Green (1980) is "any combination of learning's experiences designed to facilitate voluntary adaptations of behavior conducive to health" (a combination of learning experiences designed to facilitate adaptation voluntary health-conducive behavior). Definition of this education health program shows that health education is not only simply providing information to the public through counseling. The definition of health education shows that learning experience includes a wide variety of experiences that individuals must experience considered to facilitate the desired behavior change. The term health education is often misunderstood includes health education only so that the term is currently more popularly introduced by the term health promotion.

According to WHO (in Fitriani, 2011), health promotion is "The process of enabling individuals and communities to increase control over the determinants of health and thereby improving their health" (a process that strives for individuals and society to improve their ability to control health factors so that they can improve their health status). Health promotion is the revitalization of health education in the past, where the concept of health promotion was not only a process of public awareness in terms of giving and increasing knowledge in the health sector, but also as an effort capable of bridging behavior change, both in society and in organizations and their environment. The expected change environment in health promotion activities includes physical-non-physical, socio-cultural, economic and political environment. Health Promotion is a combination of various kinds of support, including education, organization, policies and legislation for

environment change (Mubarak et al., 2007). Health promotion is a term that is currently widely used in public health and has received policy support from government in carrying out its activities. Definition of health promotion also stated in the Decree of the Minister of Health Number 1148/MENKES/SK/VII/2005 concerning Guidelines for Implementing Health Promotion in Regions, stated that health promotion is "an effort to improve community capacity through learning from, by, for and together society, so that they can help themselves and develop activities that are sourced from community resources, according to local social culture and supported by health-oriented public policies."

The aim of health promotion is to improve individuals' good abilities, families, groups and communities to be able to live healthy lives and developing community-sourced health efforts as well the creation of a conducive environment to encourage its these abilities formation (Notoatmodjo, 2012). Efforts to realize health promotion can be done through good strategy. Strategy is the method used to achieve desired goals in health promotion as a support for other health programs, such as environmental health, improving the nutritional status of the community, eradicating infectious diseases, prevention of non-communicable diseases, improvement of maternal and child health, as well as health services (Notoatmodjo, 2012). Health promotion will be easy to do if you get support from various layers in society. Support from the community can come from informal elements, such as religious figures and traditional leaders which have influence in society as well as formal elements, such as health workers and government officials. The main aim is for community leaders to act as intermediaries' health sector as implementer of health and community programs as a recipient of a health program. With search activities social support through community leaders is basically to socialize health programs to the community accept and want to participate in the program. Therefore, this strategy can also be said to be a coaching effort an atmosphere conducive to health. Support activities of these social activities include training for community leaders, seminars, workshops, guidance to community leaders and so on. The main target of social support or atmosphere building is para community leaders at various levels.

Empowerment is a health promotion strategy aimed at the community directly. The main goal of empowerment is to realize the community's ability to maintain and improve their own health (health promotion vision). Empowerment activity in society is often called a community movement for health. Forms of empowerment activities can be realized by various activities, including health education, organizing and community development in the form of cooperatives or training for the ability to increase family income (incomes generating skills). By increasing the family's economic capacity, will have an impact on the ability to maintain health, for example the formation of village medicine posts, the formation of one heart funds, the establishment of the village police, and so on. Based on this description it can be concluded that the target of community empowerment is society itself.

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