

Health promotion in care: Empowering individuals for better health.

Jereen Ishaq*

Department of Sports and Physical Education, Universitas Sumatera Utara, Medan, Indonesia

Introduction

Health promotion is a fundamental aspect of modern healthcare that focuses on empowering individuals and communities to take control of their health and well-being. Unlike traditional healthcare, which often emphasizes the treatment of illnesses and conditions after they occur, health promotion is proactive, aiming to prevent diseases and improve overall quality of life. It involves educating people about healthy behaviors, creating supportive environments, and advocating for policies that promote health at the individual, community, and societal levels. Health promotion is an essential component of public health and plays a crucial role in improving both individual and population health outcomes. Health promotion is based on several key principles that guide its strategies and activities. Health promotion seeks to empower individuals by providing them with the knowledge, skills, and resources to make informed decisions about their health. This means not only educating people about healthy behaviors but also helping them gain the confidence and tools to implement those behaviors in their daily lives. Empowerment is about supporting people to take responsibility for their own health and well-being. Health promotion aims to reduce health disparities by addressing the social determinants of health that affect different populations. This includes factors such as socioeconomic status, education, access to healthcare, and environmental conditions.

Description

By promoting health equity, health promotion efforts ensure that everyone, regardless of background, has the opportunity to achieve the highest level of health. One of the primary goals of health promotion is to prevent diseases and conditions before they occur. This is achieved through public health campaigns that promote healthy lifestyles, such as proper nutrition, regular physical activity, and smoking cessation. Prevention also includes efforts to reduce risk factors for chronic diseases like heart disease, diabetes, and cancer. Health promotion encourages active participation from individuals, communities, and organizations in the promotion of health. This involves creating environments that allow people to engage in activities that support their health, such as community fitness programs, mental health initiatives, and workplace wellness programs. The more people are involved in their own health promotion, the more successful these initiatives are likely to be. Health promotion takes a holistic view of health, recognizing that

health is not just the absence of disease but also the physical, mental, and social well-being of individuals. This approach integrates various aspects of life, including emotional well-being, social connections, and environmental factors, in the promotion of health. There are several strategies used in health promotion to encourage healthier behaviors and improve well-being. One of the most common strategies for health promotion is educating individuals and communities about the importance of healthy behaviors. Public health campaigns, health workshops, school programs, and media campaigns all serve to increase awareness about topics such as nutrition, exercise, mental health, and smoking cessation. This education helps individuals understand the consequences of unhealthy behaviors and provides them with the tools to make positive changes. Health promotion also involves advocating for policies and environmental changes that support health. This can include initiatives such as creating smoke-free public spaces, improving access to healthy food options, and providing safer environments for physical activity. Policies like mandatory nutrition labeling, restrictions on alcohol advertising, or subsidies for healthy foods can also play a significant role in promoting better health. Community-based health promotion is an effective strategy that targets specific populations and utilizes local resources to improve health outcomes. Programs can include neighborhood walking groups, local health fairs, mental health awareness campaigns, and other initiatives that engage community members in promoting health. These programs often have higher levels of success because they are tailored to the specific needs of the community and encourage collective action. Behavioral health promotion strategies focus on changing individual behaviors. This can involve counselling, behavior modification techniques, or motivational interviewing to help people adopt healthier habits. For example, smoking cessation programs, weight loss clinics, and alcohol treatment programs all provide individualized support for people looking to change their behaviors and improve their health. Providing access to healthcare services is a crucial element of health promotion. Regular check-ups, preventive screenings, vaccinations, and early interventions can help detect health issues before they become more serious. Ensuring that people have access to affordable healthcare services, regardless of their socioeconomic status, is vital for promoting long-term health. Health promotion is more important than ever in today's society due to the growing prevalence of chronic diseases, the

*Correspondence to: Jereen Ishaq, Department of Sports and Physical Education, Universitas Sumatera Utara, Medan, Indonesia; E-mail: ishaqeen@gmail.com

Received: 31-Dec-2024, Manuscript No. AAAGIM-25-157462; Editor assigned: 03-Jan-2025, AAAGIM-25-157462 (PQ); Reviewed: 17-Jan-2025, QC No. AAAGIM-25-157462;

Revised: 12-Feb-2026, Manuscript No. AAAGIM-25-157462 (R); Published: 19-Feb-2026, DOI: 10.35841/aaagim-10.1.316

rising cost of healthcare, and the increasing pressure on healthcare systems. Chronic diseases such as heart disease, diabetes, and obesity are major contributors to healthcare costs and are largely preventable through lifestyle changes. By focusing on prevention and health promotion, society can reduce the burden of chronic diseases and improve the overall health of the population. Moreover, as healthcare systems around the world face challenges related to aging populations and rising healthcare costs, health promotion offers a cost-effective solution. Promoting healthy lifestyles and behaviors can reduce the need for expensive treatments and hospitalizations, leading to long-term savings for both individuals and healthcare systems. For example, preventing obesity through dietary education and physical activity programs can help reduce the incidence of heart disease and diabetes, two conditions that contribute to significant healthcare costs. Health promotion also plays a key role in improving mental health and well-being. Mental health issues

such as anxiety, depression, and stress are increasingly recognized as major public health concerns. Health promotion strategies that include mental health awareness, stress management techniques, and community support networks can help reduce the stigma surrounding mental health and encourage individuals to seek help before problems escalate.

Conclusion

Health promotion is an essential component of healthcare that focuses on prevention, education, and creating environments that support healthy lifestyles. By empowering individuals, addressing health disparities, and promoting healthy behaviors, health promotion contributes to improved outcomes for individuals and communities alike. It plays a crucial role in reducing the burden of chronic diseases, improving mental health, and ensuring that healthcare systems can sustainably manage the needs of growing populations.

Citation: Ishaq J. Health promotion in care: Empowering individuals for better health. *Arch Gen Intern Med.* 2026;10(1):316