



# Health Promotion, Education and Counselling in the Elderly For CHO/SN





# LEARNING OBJECTIVES



1. Understand the concept of health promotion
2. Describe the various areas of health promotion in the elderly
3. Explain the concept of support for elderly
4. List the various domains of health education in elderly



# HEALTH PROMOTION

- Health promotion is the process of enabling people to increase control over and improve their health.
- Health promotion involves helping the elderly to make certain healthy changes in their lifestyle so as to prevent disease and improve wellbeing.
- It is important to build an environment that supports elderly in maintaining their intrinsic capacity and that is aware about their health needs.





# HEALTH RISKS IN OLDER PERSONS

HEALTH RISKS
Over nutrition
Under nutrition
Physical inactivity
Smoking
Alcohol use
Accidents & injuries
Polypharmacy

Obesity, diabetes,  
cardiovascular  
diseases

Nutritional  
deficiency  
diseases

Obesity, weak  
joints & muscles,  
functional decline

COPD, heart  
disease, stroke,  
peripheral  
vascular disease

Fractures,  
infections,  
decreased physical  
functioning

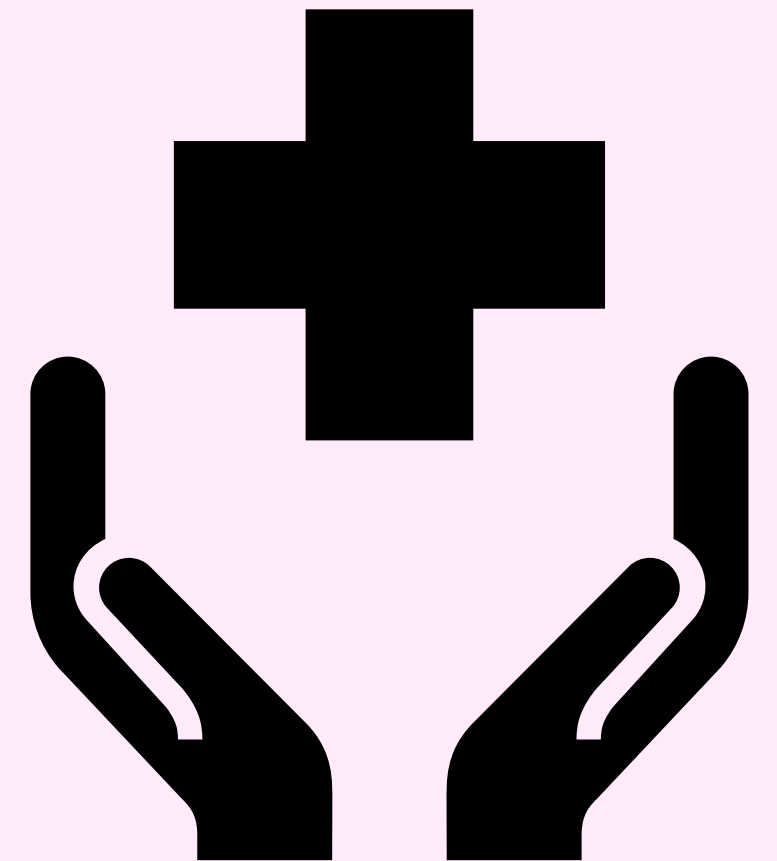
Adverse drug  
reactions





# WHY HEALTH PROMOTION?

Greater survival	Protection against cardiovascular disease	Weight reduction
Protection against diabetes	Protection against osteoporosis and fracture	Improvement of muscle strength, balance, functional capacity
Improvement in psychological well-being	Better sleep	Improved bowel habits





# HEALTH PROMOTION: NUTRITION

## Reasons for undernutrition in elderly:

1. Changes in taste and smell sensation
2. Painful eating – lack o teeth, gum disease, dentures
3. Reduced appetite – physical inactivity, disease, decreased functional capacity
4. Social problems – neglect, abuse, isolation

## Points to keep in mind while planning a diet for the elderly:

- Soft, palatable, digestible food
- Tasty and easy to prepare
- Locally available, culturally acceptable food
- Traditional diets







# HEALTH PROMOTION: NUTRITION



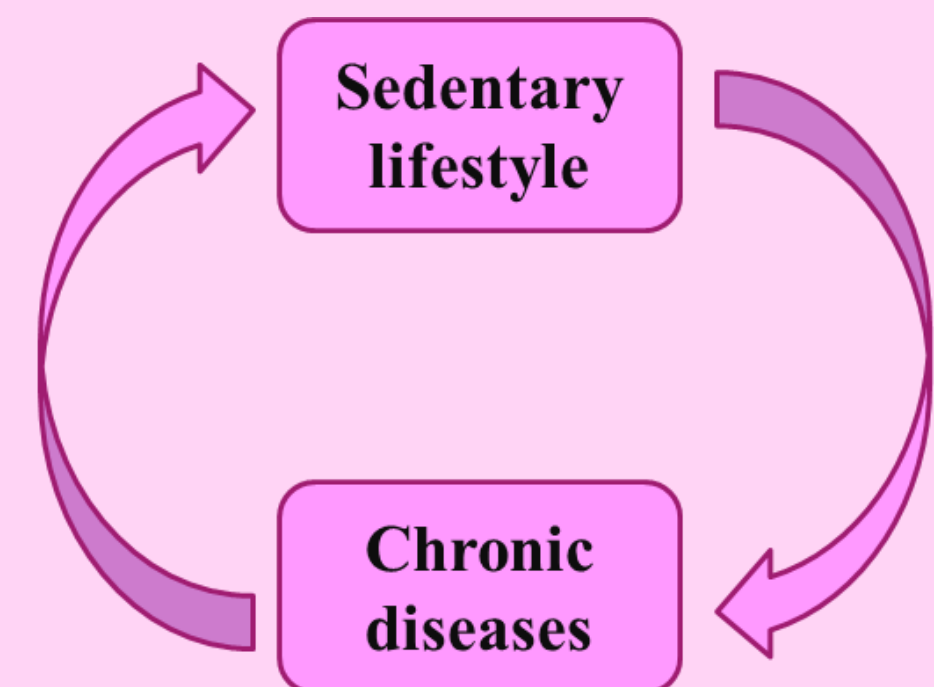
Balanced diet for the elderly:

- Complex carbohydrates (whole grains, roots, fruits, vegetables, beans) in large amounts.
- Simple carbohydrates (sugar and derivatives) to be reduced or avoided.
- Diet rich in calcium and vitamin D (milk, curd, small fish and certain vegetables).
- Plenty of water and fluids (fresh juice, lemon water).
- Additional supplementation of vitamins and micronutrients.
- Vegetarian diet is as good as non-vegetarian diet, if adequate and various types of protein are consumed.



# HEALTH PROMOTION: EXERCISE

- Old age – decline in power, strength, and function of skeletal and cardiac muscle.
- Direct impact on the functional ability of organs (such as the heart, kidney, and lungs) and biological systems (such as the nervous, digestive, and reproductive system).
- Sedentary lifestyle can accelerate these changes.
- Barriers to physical activity in old age:
  - Functional decline
  - Disease conditions
  - Stereotyping
  - Cultural inhibitions
  - Family attitudes







# HEALTH PROMOTION: EXERCISE

Benefits of physical exercise in elderly people:

- Weight reduction
- Protection against cardiovascular disease
- Control of high blood sugar in diabetes
- Protection against osteoporosis and fracture
- Improvement of muscle strength, balance, and functional capacity
- Improvement in psychological well-being., better sleep, and bowel habits



# HEALTH PROMOTION: EXERCISE

## Physical exercise for the elderly:

- 3 to 5 days per week, 20 to 30 minutes per session.
- Choose exercise that is enjoyable, easy to perform, convenient, and inexpensive.
- Brisk walking and stretching exercises – best for older individuals.

## NOTE:

- Evaluate risks of exercise, the potential for falls and accidents, medications, nutritional adequacy, and motivation before initiating the exercise program.
- Educate the older person in self-monitoring of symptoms and signs of IHD and must know when to stop if symptoms appear.





# HEALTH PROMOTION: QUIT SMOKING AND ALCOHOL

## Ill effects of smoking and alcohol consumption

Why is it difficult to screen for substance use in elderly?

- Stereotypical view – phenomenon of the youth.
- Inhibition or embarrassment to ask from a senior citizen.
- Failure to link medical problems with substance use and attributing it to aging.
- Therapeutic nihilism about elderly substance use.

## How to help:

- Educate patient/caregiver about the problem
- Counsel patient and help him/her to quit
- Take help of MO or multidisciplinary team







# HEALTH PROMOTION: ACCIDENT PREVENTION

## CAUSE OF ACCIDENTS IN ELDERLY

- Decrease in vision, hearing, smell, pain, touch, temperature
- Decline in body balance
- Defective stance and gait
- Poor muscle strength and co-ordination
- Dementia
- Confusion
- Chronic illness
- Use of multiple medications
- Emotional stress

## FALLS AND BURNS ARE MOST COMMON-

Trauma, infections, immobility, fear, self-imposed isolation, loss of independence

## PREVENTION OF ACCIDENTS IN ELDERLY

- Use of walking aids
- Use of visual aids
- Removal of obstacles
- Use of flat shoes
- Ensure adequate lighting
- Stable structures to hold on to
- Proper flooring – non slippery
- Exercise regularly to strengthen gait and power



# HEALTH PROMOTION: PREVENTION OF ADVERSE DRUG REACTIONS (ADR)

## COMMON ADVERSE DRUG REACTIONS

- Confusion
- Delirium
- Postural hypotension
- Falls
- Anxiety, depression
- Sleep disturbances
- Constipation, diarrhea
- Urinary incontinence, urinary retention

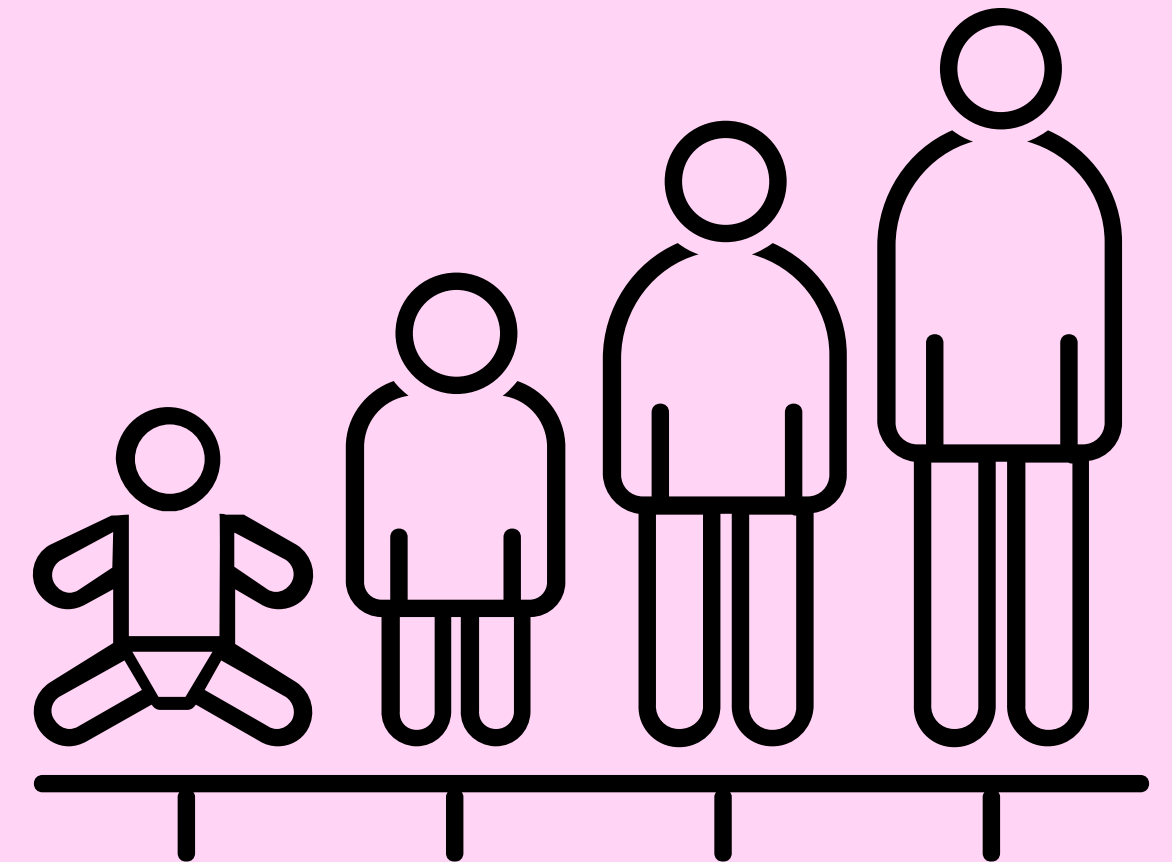
## INTERVENTIONS TO REDUCE ADRs

- Avoidance of self-medication
- Limited use of over-the-counter drugs
- Minimizing the number of drugs used
- Use of specific medications for specific illnesses
- Use of medicines which do not have major side effects
- Frequent review of medication
- Instructions about possible side-effects
- Immunization



# WHAT IS AGEING?

- Ageing is a universal phenomenon comprising of gradual loss of cells leading to deterioration of organ functions in a human body.
- Age related alteration affects across the elderly population and their body function diminishes.



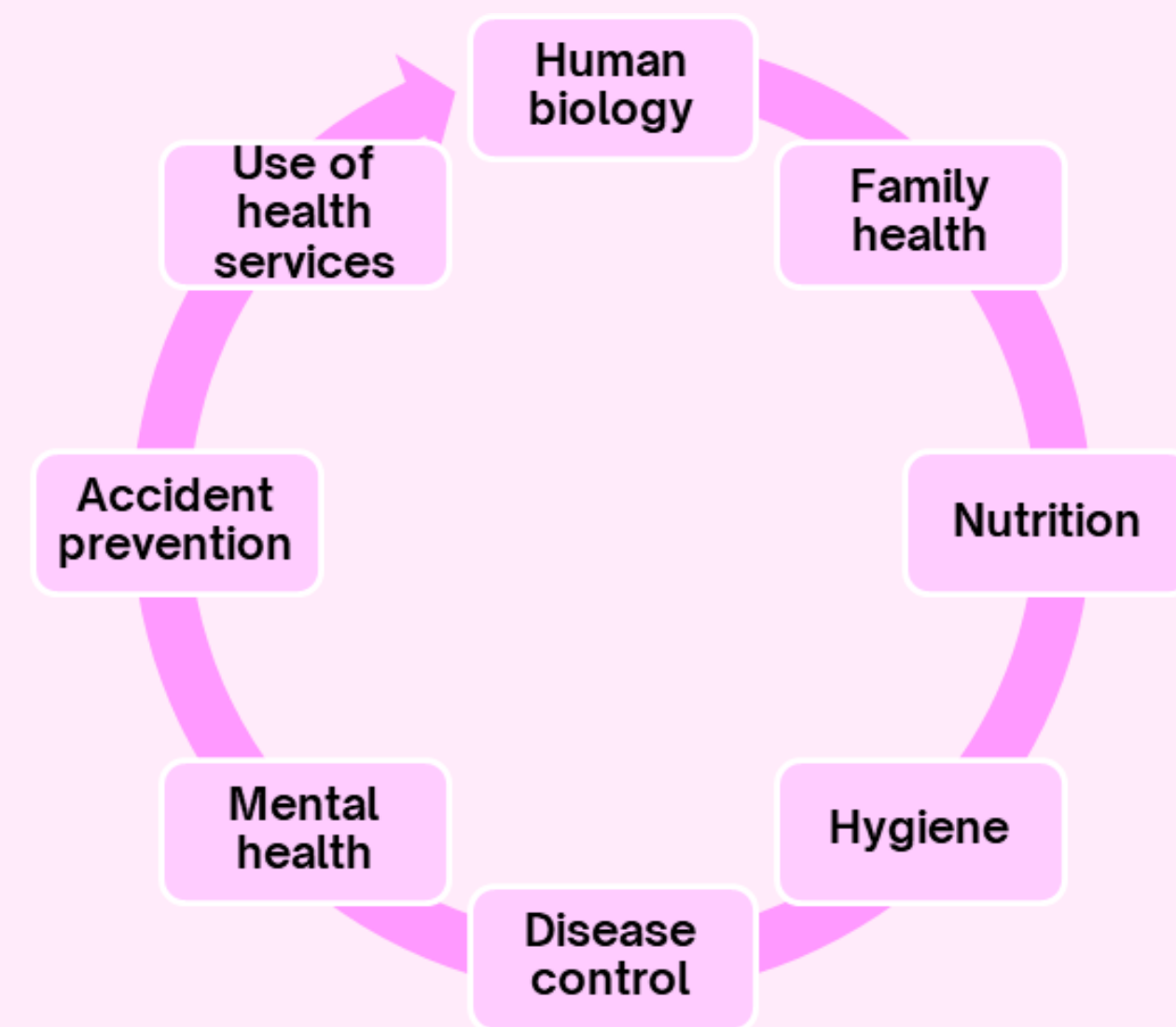




# HOW TO ACHIEVE HEALTH PROMOTION?

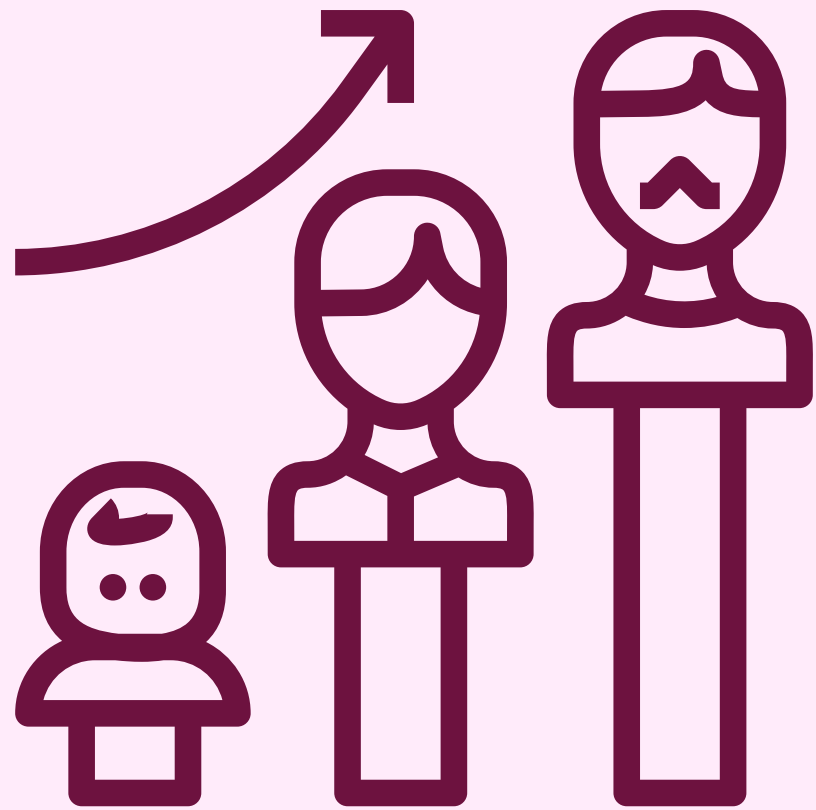
Health education, Environmental modification, Lifestyle modification, Nutritional interventions

Health education is a combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes.





# COUNSELING IN ELDERLY



The objectives of senior citizens counselling:

1. To understand the psycho-social and biological problems of old people.
2. To help them to solve their problems.
3. To enhance wellness in their life.

Things to keep in mind while interacting with the elderly:

- Be patient with them
- Pursue them slowly
- Respect their autonomy
- Be gentle while helping them around

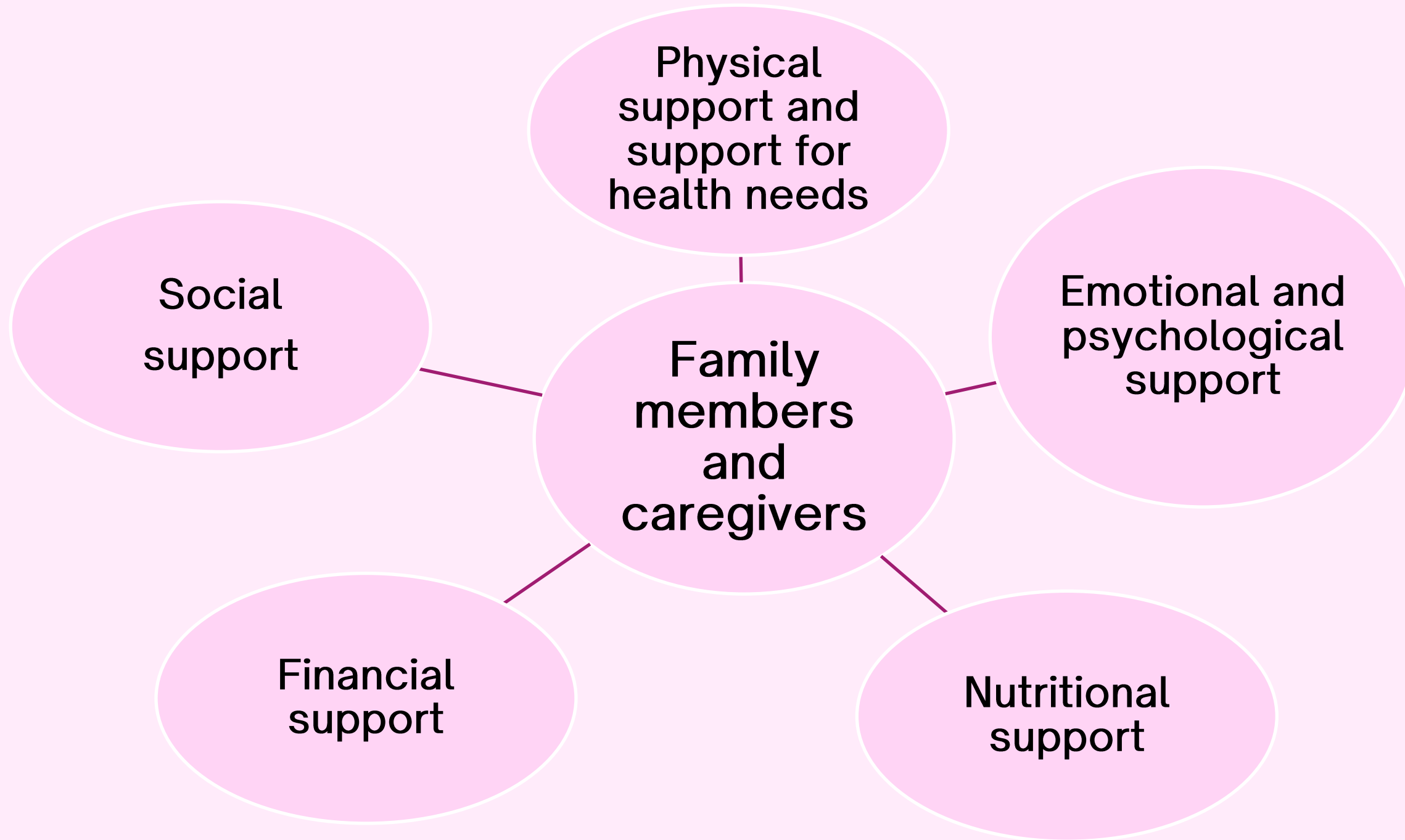


# ROLE OF CHO IN HEALTH PROMOTION

Clinical function	Public health function	Managerial function
Counsel the elderly and family members regarding various aspects of healthy ageing	Organize IEC/BCC activities around needs of the elderly and how to support them	Supervise HWC team in health promotion activities
Counsel the elderly and family members regarding healthy diet, physical exercise, preventing accidents, against substance use and managing ADRs	Elderly and caregiver support groups ASHA/MPW will facilitate formation CHO will support her team in formation and functioning of these groups	Maintain relevant records
Seek help of physician or multidisciplinary team if required for deaddiction		



# PROVIDING SUPPORT TO THE ELDERLY





# ELDERLY ABUSE

- “A single, or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person”.
- Can be financial, physical, psychological and sexual; intentional or unintentional neglect.
- Can lead to serious physical injuries, long-term psychological consequences, increased risk of nursing home placement, use of emergency services, hospitalization and death.

# ELDERLY ABUSE

## Role of CHO/SN

1. Assess the patient using Elder Abuse Suspicion Index scale
2. Assess and treat the patient for any medical condition resulting from the abuse or otherwise
3. Talk to the elderly in distress – build trust and rapport and ask them about the issue
4. Talk to the family members
5. Work along with the HWC team to resolve and provide support to the elderly
6. Support the ASHA/MPW to seek the community's help and support to prevent the act of abuse in future





# EVALUATION

1. Health promotion is the process of enabling people to \_\_\_\_\_.
2. Name 3 reasons for undernutrition in the elderly.
3. Balanced diet for the elderly includes the consumption of simple carbohydrates in large amounts. --- True/False
4. Older people should exercise \_\_\_ days per week and \_\_\_ minutes per session.
5. Adverse drug reactions in the elderly can be prevented by increasing the use of over-the-counter drugs. --- True/False
6. Elderly persons require physical, nutritional, \_\_\_\_, \_\_\_\_, and \_\_\_\_ support.
7. CHO will assess elderly abuse using the \_\_\_\_\_ scale.

# ANSWERS

1. Health promotion is the process of enabling people to increase control over and improve their health.
2. Name 3 reasons for undernutrition in the elderly – reduced appetite, painful eating, decreased smell & taste, social problems
3. Balanced diet for the elderly includes the consumption of simple carbohydrates in large amounts. --- True/False
4. Older people should exercise 3 to 5 days per week and 20 to 30 minutes per session.
5. Adverse drug reactions in the elderly can be prevented by increasing the use of over-the-counter drugs. --- True/False
6. Elderly persons require physical, nutritional, Elder Abuse Suspicion Index and social support.
7. CHO will assess elderly abuse using the Elder Abuse Suspicion Index scale.



# Thank You

