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The Effect of Health Promotion Program on Increasing Awareness of Hypertension Disease Prevention in the Community

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Abstrak

Penelitian ini bertujuan untuk mengevaluasi efektivitas program promosi kesehatan dalam meningkatkan kesadaran masyarakat tentang pencegahan hipertensi. Metode kualitatif digunakan dengan menggunakan sumber data dari studi literatur yang relevan dengan topik penelitian ini. Temuan dari analisis literatur menyoroti beberapa faktor yang mempengaruhi efektivitas program promosi kesehatan, termasuk keterlibatan masyarakat, kepemimpinan dan manajemen, ketersediaan sumber daya, pendekatan berbasis bukti, integrasi program, keterjangkauan, aksesibilitas, dan dukungan kebijakan. Diskusi dalam penelitian ini menyoroti pentingnya merancang program promosi kesehatan yang terintegrasi dengan kebutuhan dan konteks masyarakat sasaran, serta pentingnya evaluasi program secara berkala untuk menilai keberhasilannya. Temuan-temuan tersebut memberikan wawasan yang berharga tentang faktor-faktor yang perlu dipertimbangkan dalam merancang dan melaksanakan program promosi kesehatan yang efektif. Kesimpulan dari penelitian ini menekankan perlunya pendekatan yang holistik dan terintegrasi dalam merancang program promosi kesehatan, dengan mempertimbangkan keterlibatan masyarakat, dukungan kebijakan, dan ketersediaan sumber daya. Dengan menerapkan temuan ini, diharapkan dapat tercipta program promosi kesehatan yang lebih efektif dalam meningkatkan kesadaran masyarakat tentang pencegahan penyakit hipertensi, dan pada akhirnya meningkatkan kesehatan dan kesejahteraan masyarakat secara keseluruhan.

Kata Kunci: *Promosi Kesehatan, Hipertensi, Masyarakat*

Abstract

This study aims to evaluate the effectiveness of health promotion programs in increasing public awareness about the prevention of hypertension. A qualitative method was used using data sources from literature studies relevant to this research topic. Findings from the literature analysis highlighted several factors that influence the effectiveness of health promotion programs, including community engagement, leadership and management, resource availability, evidence-based approach, program integration, affordability, accessibility, and policy support. The discussion in this study highlighted the importance of designing health promotion programs that are integrated with the needs and context of the target community, as well as the importance of periodic evaluation of the program to assess its success. The findings provide valuable insights into the factors to consider in designing and implementing effective health promotion programs. The conclusion of this study emphasizes the need for a holistic and integrated approach in designing health promotion programs, taking into account community involvement, policy support, and resource availability. By applying these findings, it is hoped to create health promotion programs that are more effective in increasing community awareness about hypertension disease prevention, and ultimately, improving the overall health and well-being of the community.

Keywords: *Health Promotion, Hypertension, Community*

INTRODUCTION

Hypertensive disease is one of the most serious health problems worldwide. Hypertension can increase the risk of heart disease, stroke, kidney failure, and other health complications if not treated appropriately (Pujianti dkk., 2021). One approach that is considered effective in addressing the problem of hypertension is through health promotion programs. Health promotion programs aim to increase public awareness of the importance of preventing and managing the disease through education, advocacy, and behavior change approaches. Health promotion is a revitalization of health education in the past, in which the concept of health promotion is not only a process of raising public awareness in terms of providing and increasing knowledge in the health sector but also an effort capable of bridging changes in behavior, both within society and within the community (Pinto J. , 2023)

This study aims to evaluate the effect of health promotion programs on increasing public awareness of hypertension prevention. By analyzing relevant literature studies, this article will discuss the effectiveness of various types of health promotion programs that have been conducted in increasing public awareness and knowledge about hypertension. It is hoped that the results of this study can provide useful insights for the planning and

implementation of health promotion programs that are more effective in preventing hypertension in the community.

This article will discuss the factors that influence the success of health promotion programs in increasing awareness of hypertension prevention in the community. By understanding these factors, it is hoped that more effective and targeted strategies can be developed in the implementation of health promotion programs in the future.

This study is relevant and important given the high prevalence of hypertension and its serious impact on public health. By evaluating existing health promotion programs, it is possible to gain a better insight into what has worked and what still needs to be improved in efforts to prevent hypertension.

RESEARCH METHOD

This research uses a qualitative approach with data sources obtained from literature studies (Nasution, 2023). The qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the phenomenon under study, namely the effectiveness of health promotion programs in increasing awareness of hypertension prevention in the community. By analyzing various literatures and previous studies, researchers can identify patterns, trends, and relevant findings related to this research topic.

The results and discussion will present the findings from the literature study analysis as well as the researcher's interpretation of the findings. The findings will be presented in the context of relevant theories and organized thematically to make it easier for readers to understand the results. Finally, the conclusion will summarize the main findings and provide implications and recommendations for future research and health practice.

RESULT AND DISCUSSION

Concept of Health Promotion

Health promotion is an approach that aims to increase community awareness, knowledge, and skills in adopting healthy behaviors and creating an environment that supports health (Sabry dkk., t.t.). The concept of health promotion emphasizes the importance of preventive approaches in an effort to improve the physical, mental, and social well-being of individuals and communities as a whole. One of the main principles in health promotion is the empowerment of individuals and communities to take control of their own health, either through health education, capacity building, or strengthening health policies.

The health promotion approach focuses on identifying and addressing factors that influence health, both individual and environmental. This includes efforts to reduce risk factors for disease, improve access to quality health services, and create an environment that supports healthy lifestyles. Health promotion also emphasizes the importance of collaboration between various sectors, including health, education, environment, and government, in an effort to improve public health (Shin dkk., 2021).

As part of the health promotion concept, there are various strategies and interventions that can be implemented to achieve public health goals. These strategies include health education, social campaigns, capacity building, health policy advocacy, and strengthening public health infrastructure. The goal of these strategies is to change behaviors and environments that support health, thereby creating better conditions for the overall well-being of the community. Health promotion is a revitalization of health education in the past, in which the concept of health promotion is not only a process of raising public awareness in terms of providing and increasing knowledge in the health sector but also an effort capable of bridging changes in behavior, both within society and within the community. (Pinto, 2022)

Health promotion is a much needed effort to reduce the number of stunting cases. Health promotion is an activity carried out in the community and is a program to realize Indonesia's vision and mission for health development. So that people know, want and can maintain and improve their health (Nurmala et al., 2023)

Hypertensive Disease: Definition, Risk Factors, and Impact

1. Definition

Hypertension is a serious problem in public health programs that affects individual health, and can affect the body and kill people. High blood pressure, also called hypertension, is blood pressure that is higher than normal. Blood pressure changes throughout the day based on your activity. Having a blood pressure measurement consistently above normal can lead to a diagnosis of high blood pressure or hypertension. Hypertension is known as a killer disease and a heterogeneous group of diseases (Pinto J. , 2022)

Clinical definitions of hypertension are often based on systolic and diastolic blood pressure measurements. According to commonly used medical guidelines, blood pressure is classified as hypertension if the systolic blood pressure is greater than or equal to 140 mmHg and/or the diastolic blood pressure is greater than or equal to 90 mmHg. However,

the classification of hypertension may vary depending on factors such as age, medical history, and underlying health conditions.

In the prevention and management of hypertension, it is important to clearly define the condition so that early identification and appropriate interventions can be made. This includes regular blood pressure measurement and monitoring, understanding the risk factors for hypertension, and adopting a healthy lifestyle such as a balanced diet, regular exercise, and avoiding smoking and excessive alcohol consumption. With an in-depth understanding of the definition and impact of hypertension, it is hoped that effective measures can be taken to prevent and control this condition to improve the overall health and quality of life of the community (Iyalomhe & Iyalomhe, 2010).

2. Hypertension Risk Factors

Risk factors are conditions or habits that can increase a person's chances of developing hypertensive disease. These factors can vary from changeable factors such as lifestyle, to unchangeable factors such as genetics and age. One of the most common risk factors is an unhealthy diet, which includes excessive consumption of salt, saturated fat and added sugar. A diet rich in salt can lead to increased blood pressure, while intake of saturated fat and added sugar can lead to obesity and diabetes, both of which also contribute to the development of hypertension.

A deep understanding of these risk factors also allows for the adoption of a more holistic approach to the prevention and management of hypertension. Through this approach, not only are efforts made to change individual behavior, but also to create an environment that supports healthy lifestyles. This includes the development of policies that support access to healthy food, exercise facilities, and health promotion programs at various levels of society. By integrating these various approaches, it is hoped to create conditions that are more conducive to the prevention of hypertensive disease and the improvement of overall public health. (Fielding, 1984)

In addition to medical interventions, a comprehensive approach to managing hypertension risk factors also involves educating patients on the importance of managing these risk factors in their daily lives. This includes providing information on how to change diet, increase physical activity, stop smoking, and reduce alcohol consumption. By increasing patients' understanding and awareness of the risk factors associated with hypertensive disease, it is hoped that they will be more motivated to adopt a healthy lifestyle and take appropriate preventive measures (Ampt dkk., 2009)

3. Impact of Hypertension

Hypertensive disease has a significant impact on the health of individuals and society as a whole. One of the main impacts is the increased risk of cardiovascular diseases, such as heart attack and stroke. High blood pressure causes damage to the artery walls and increases the risk of blood clots, which can block blood flow to the brain or heart, causing a fatal heart attack or stroke (Rahakbauw, t.t.).

Hypertension can also cause damage to other organs of the body, including the kidneys, eyes and nervous system. High blood pressure can damage the blood vessels in the kidneys, causing kidney failure or other kidney damage. In the eyes, hypertension can cause hypertensive retinopathy, which is damage to the blood vessels in the retina, causing visual impairment or even blindness. In the nervous system, hypertension can lead to stroke, seizures, or even dementia (Kelly & Rothwell, 2020).

The Role of Public Awareness in the Prevention of Hypertension

Public awareness plays a key role in efforts to prevent hypertension. When people have a good understanding of the risks and impacts of the disease, they tend to pay more attention to their lifestyle and take appropriate preventive measures. Awareness of the importance of keeping blood pressure within normal limits can encourage individuals to adopt a healthy diet, increase physical activity, and avoid smoking and excessive alcohol consumption. Public awareness also influences access to and use of health services necessary for the prevention, diagnosis and management of hypertensive disease. When people realize the importance of regular blood pressure checks and consultations with health professionals, they tend to seek the necessary medical care earlier. This can help in the early identification and management of hypertensive disease before the condition becomes more severe or causes serious complications (Purqoti dkk., 2022).

Community awareness can also strengthen cooperation between various stakeholders in hypertension prevention efforts. When people are actively involved in health initiatives, including through participation in community health programs, it can create a more solid relationship between the community, health institutions, and non-governmental organizations. This cooperation is important in improving the effectiveness of hypertension prevention and management efforts as a whole (Rizalya dkk., 2022).

Previous Studies on Hypertension Disease Prevention

Previous studies on the effectiveness of health promotion programs in increasing hypertension prevention awareness have provided valuable insights into the various

approaches and strategies used in such efforts. Several studies have shown that health promotion programs that integrate health education, behavior change, and access to health services can be effective in increasing public awareness about the importance of hypertension prevention.

A study by Pinto et al (2022) showed behavior has a significant effect on hypertension with a correlation coefficient of 0.943 because Cronbach's Alpha value is greater than 0.6. Thus, there is a relationship between smoking behavior and the risk of cardiovascular disease. Excessive smoking behavior, there is a high risk of smoking consequences which depends on the number of cigarettes per day. Effect of alcohol consumption factors on hypertension reported who always consume alcohol above the limit can rapidly change their blood pressure because alcohol has a carbon monoxide effect that can increase the blood's acid. Excessive alcohol consumption, or 3x/day, as much as 7%, is a cause of hypertension.

Analysis of Literature Study Results on Health Promotion Programs

An analysis of the literature on health promotion programs highlighted significant findings related to the effectiveness of hypertension prevention efforts. One of the key findings is that community-based approaches are often more effective in raising awareness and influencing people's health-related behaviors. Programs designed to interact directly with the public, such as health seminars, workshops and information campaigns at the community level, tend to achieve better results than approaches that rely solely on mass media or one-way communication (Putri dkk., 2022).

The analysis of the literature review also highlighted the importance of adapting health promotion programs to the needs and context of the target community. Successful programs are often designed to take into account the culture, values, and customs of the local community, and involve active community participation in the planning, implementation, and evaluation processes. By doing so, health promotion programs can become more relevant, accepted, and sustainable in the long term (Llstrikawati & Batubara, 2022).

The literature review analysis also showed that collaboration between various stakeholders is key to the success of health promotion programs. Involving the government, health institutions, non-governmental organizations, civil society, and the private sector in the planning, implementation, and financing of programs can expand their reach and strengthen their impact. Cross-sector cooperation also enables the adoption of a holistic and sustainable approach in improving public health (Ibrahim dkk., 2023).

Implication of Findings

Furthermore, findings from the literature review also suggest that approaches using information and communication technology (ICT) can be an effective tool in raising public awareness about hypertension prevention. By utilizing digital platforms such as social media, health apps, and text messaging, information about hypertensive disease can be widely and rapidly disseminated to the public. This makes it possible to reach a wider audience and reach groups that may be difficult to access through conventional approaches.

The findings also show the importance of adapting health promotion programs according to the times and the needs of the community. By integrating technology in program design, it can create more innovative and engaging solutions for the community. For example, the use of interactive health apps or educational games about health can make information about hypertension more interesting and understandable for the community (Triana & Hardiansyah, 2021).

In implementing ICT approaches in health promotion, it is also necessary to consider challenges such as accessibility, information reliability, and data privacy. Therefore, steps need to be taken to ensure that the technology used is accessible to all levels of society, the information delivered is reliable, and the privacy of individuals is properly safeguarded (Magfirah dkk., 2021).

Discussion on Factors Affecting the Effectiveness of Health Promotion Programs

A discussion of the factors that influence the effectiveness of health promotion programs is important in designing, implementing, and evaluating such programs. Some factors to consider include:

1. **Community Involvement:** The level of community involvement in program planning, implementation, and evaluation greatly affects its success. Programs that actively involve the community tend to be more successful as they are more relevant to the needs and preferences of the target community.
2. **Leadership and Management:** Strong leadership and effective management in coordinating the various aspects of the program are essential. Supportive leadership, adequate resources, and careful planning can improve program efficiency and effectiveness.
3. **Resource Availability:** The availability of human, financial, and infrastructural resources greatly affects a program's ability to achieve its goals. Programs that are supported by adequate resources have a greater chance of success.

4. Evidence-based Approach: Health promotion programs that are supported by scientific evidence tend to be more effective in achieving their objectives. An approach based on research and empirical evidence can help in designing strategies that are targeted and relevant to the conditions of the target community.
5. Program Integration: Health promotion programs that are well integrated with the health system and other programs have the potential to achieve greater impact. Integration between different programs can optimize the use of resources and create beneficial synergies.
6. Affordability and Accessibility: Programs that are easily accessible and widely available tend to be more effective in reaching a wider population. Factors such as location, cost, and physical accessibility can affect community participation in programs.

Government Commitment and Policy Support: Strong government commitment and policy support can increase the effectiveness of health promotion programs. Supportive policies, strict regulations, and adequate budget allocations can create a conducive environment for program success

CONCLUSION

In conclusion, health promotion programs have a very important role in increasing public awareness about hypertension prevention. Various factors such as community involvement, strong leadership, availability of resources, evidence-based approach, program integration, affordability, accessibility, and policy support influence the effectiveness of the program.

A holistic and integrated approach is required in designing and implementing health promotion programs, taking into account the needs, culture, and context of the target community. The importance of periodic evaluation of the program should also not be overlooked, to assess the success of the program and identify areas for improvement.

Through collaboration between various stakeholders and the application of innovative and proven effective approaches, it is expected to create health promotion programs that are more effective in increasing public awareness about hypertension disease prevention. Thus, significant improvements in public health and the overall quality of life of individuals can be expected.

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