

## Health Behaviour Program Proposal

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### Introduction

Obesity is defined as having too much of fats in the body. This should not be confused with overweight. A person may not be obese but overweight at the same time, due to extra bone or muscles weight. Basically, obesity is defined as a condition from medical perspective in which fats in the body which are in excess accumulate to the extent such that it may cause negative effects and certain health problems on the body. There are a number of negative effects of obesity on the health of the person, one of which, and perhaps the most intensive is reduction in the life expectancy of the person (Stice, Rohde, Shaw & Marti, 2013). Besides this, several heart diseases, diabetes and certain types of cancers may be caused.

In the recent past, there has been a remarkable increase in the prevalence of obesity that raises serious concern regarding the general health of the public. The main causes of obesity are intake of food containing too much fats and cholesterol, lack of physical activities necessary to burn the calories that are consumed and some genetic problems. In simple words, the main cause of obesity is eating food that is greater than what the body can consume, i.e. overeating. People belonging to all age groups are susceptible to obesity. However, in the recent past, youngsters have been amongst the ones who are the most affected.

### Discussion

This is one of the most widely cited and applied behavioural theory. This is considered as one of the most closely and inters related theory that adopts the cognitive approach to explain behaviour of individual and their beliefs (Kessler & Glasgow, 2011). The major objective is to create positive outcome among individual that results changes in perception of patient.

Most cases of obesity are multifactorial in origin. Genetic, metabolic, endocrine and environmental factors are recognized. However, exogenous or overeating obesity is the main cause. Environmental factors include both increased food intake and reduced physical activity. Psychological disorders caused by the modern world and sedentary lifestyle, social and commercial pressure to ingest excessive caloric foods seem to be most important in the etiology of obesity today factors (Campbell & Cornish, 2012). Lack of basic nutrition concepts further aggravates the problem. Although it has not yet found a specific genetic marker of obesity, there are some studies that have attempted to determine the importance of the genetic component compared to environmental influences, with controversial results in favor of one or the other, according to the study. It is known that the genotype has a greater influence on visceral fat on subcutaneous adipose tissue.

### Aims and Objectives

This proposal aims at analyzing the medical problem of obesity that has taken the form of an epidemic in the people. The problem of obesity has become a very much aggravated one and thus calls on for the need of addressing the issue with due attention. One of the aims of this paper is to analyze the root causes of obesity, especially in the youngsters and to come up with suggestions to reduce it. An attempt would be made to propose a diet and exercise plan for the target population and the sample size with the objective of addressing the worsening situation of obesity.

There are the following goals for this project that are as follows:

- To raise the awareness among the patients and their family.
- Encourage screening among the people of different age groups.
- To raise the basic fundamental nutritional principles and also provide the practical recommendation among them about implementing healthy life style.

### **Target Audience**

Obesity is at the top of nutritional disorders developed in the world. The primary audience for this program is the people having obesity and their family. These patients recruited through the establishing medical treatment of obesity.

### **Program Duration**

This program is consisted of the 45 minutes home visits as well as 05 minutes telephonic session that facilitated through professional nurses. The program has also the core components; each session is tailored to filling the needs with obesity patient in their phase of illness. The session also address the individual psychosocial as well as family concerns that not usually addressing in the standard care.

During the time of telephonic session, professional nurses will conduct an updated assessment of the people functioning that provides an opportunity for them to ask questions frequently. Professional nurses encourage them to discuss their concerns, encouraging the positive coping strategies and helping to problem solving difficulties that they have encountered.

### **Theoretical Framework**

The benefits of having a theoretical framework for healthcare promotion are that firstly it serves as a tool to fulfil the purpose of quality assurance as it makes the decision making process streamlined and convenient with the identification of the steps to be taken. Secondly, it helps in the identification of the important values and principles that provide guidance to the process of decision making (Kessler & Glasgow, 2011). It is so because the requirements of a health promotion program vary with the situation and the target population.

For the implementation of the proposed health promotion plan, the theoretical framework that is selected is the human ecological theory. It is so because the different concepts of this theoretical framework such intentionality in behaviour and self control are specifically useful in context of this proposed promotion plan. The plan mainly depends on educating the participants and devising a diet and exercise plan for them. These are the tasks that require intentionality in behaviour as well as self control. Self control would enable and compel the participant to adapt to the change in his/her diet. If this is not the case, then that individual would find it very difficult to change his/her diet to overcome obesity and over weightiness (Campbell & Cornish, 2012). Another concept of this theoretical framework is future oriented behavior. This would greatly help the participants to analyze the adverse effects of being obese and the positive outcomes of sticking to this health promotion plan. These are the reasons why this framework has been chosen for the implementation of the proposed plan.

### **Health Promotion Program**

A healthcare promotion plan would be implemented for the targeted population comprising of a group of my friends and neighbors with the aim to address the issue of obesity. The goal of the program is to enable the group to lose 20-30 pounds of weight in a time period of 5 months. The weight of all the participants would be measured on the first day of the program. These weights would serve as the initial weights for the program. From there onwards, the participants would be weighed once every week on Sunday. The program would specifically aim at reducing the calorie intake of the participants by constructing an exercise and diet plan for them based on their initial weights, age- group and overall health condition.

The diet plan would suggest the participants to have increased consumption of vegetables and fruits along with emphasis on increasing their body fibers. An exercise plan would also go along this diet plan so that the body fats that have accumulated in the participants can be burned. The participants would be suggested to perform physical exercises such as walking, before going to their work in the morning or in the evening after their work. The proposed plan for the health promotion includes that the exercise will begin on a Sunday. Furthermore, the proposed duration of the walk would be in the range of 20 to 30 minutes, depending on the individual needs and condition of every participant. The walking exercise is to be performed by all the participants four days a week, with one of the days to be Sunday.

As mentioned earlier that the heavy intake of fats and cholesterol is the most significant cause of obesity and therefore if one has to intervene for the prevention of obesity, then their intake of fats and cholesterol is to be reduced to a certain extent. This health promotion plan is based on this fact that to control obesity, these items should be reduced from the food intake to prevent further accumulation of the fats in the body. At the same time, physical exercise plays a major role in burning the already accumulated fats in the body. Thus, this combination of a controlled diet and physical exercise proves to be very fruitful in prevention of obesity. Furthermore, education and counseling would also be provided to the participants in order to make them aware of the effects of this health promotion plan and the adverse effects of obesity. It is expected that this proposed health promotion plan would play its part in the reduction of obesity from the target population.

We know tolerance is a fair, permissive as well as objective attitude of an individual or a group towards others, who have different opinions, practices, religion, race as well as nationality. It could also be described as the practice of recognizing and granting respect to the beliefs or practices of others, and at the same time, it also indicates the capacity to endure pain and hardship (Stice, Rohde, Shaw & Marti, 2013). Thus the concept is linked to the capacity of the individual to have a neutral and objective opinion of the views and ideas of others, even if they are not consistent with his own opinions and ideas, and at the same time, enduring the same while showing interest in a fair and permissive manner. While tolerance is counted as a virtue, and the same is essential to ensure establishment of peace and calm in the society where a number of people have to interact and survive at the same time. In the current times, multiculturalism is expanding at an exponential rate, thus increasing diversity in different areas and various parts of the world. Under these circumstances, tolerance ensures peaceful coexistence of the individuals belonging to different parts of the world and having different perspectives, and at the same time, it also tends to make sure that social, economic as well as emotional prosperity is provided to all the individuals, equally (Kessler & Glasgow, 2011). Tolerance is not only required to provide the right and appropriate living environment to different individuals, but at the same time, it also tends to make sure that the dwellers of the society feel valued as well as respected by the other members, but providing them with comfortable and secure living conditions.

Passive tolerance could be defined as the form of tolerance in which the individuals become indifferent of the situation existing in the surroundings, instead of carrying out discussions and debated over various matters. While the indifference is conformable, it does not provide solution to the issues as they are merely ignored, and no attempt is made to resolve them. On one hand, passive tolerance is not beneficial in looking for solution of the issues, and on the other hand, it is effective in avoiding conflict and issues that might arise at any point in time. Although active tolerance includes discussion over various matters and issues, it does not induce

conflict. Thus, passive tolerance mainly seeks to overlook the issues involved in the matters, in an attempt to avoid conflict and thus allows the matter and the issue to prevail.

It is essential to mention here that the concept and matters linked to passive tolerance are not widely known, mainly due to the popularity and fame of the aspects linked to active tolerance and the increase in use of the later in the practical situations. Passive tolerance is mainly concerned with hiding and compressing one's own feelings in order to avoid disturbance and issues and at the same time, to make sure that the needs and demands of harmony are being fulfilled in the right and appropriate manner. However, more often than not, the concept is not generally perceived in positive way, regarding the phenomenon as one linked to laughing masks and the superficial approach.

The phenomenon is mainly linked to the attempts to make sure that the differences and distinctions between various individuals, groups and circles are avoided, by burying the hatched and avoiding any type of discussion or argument on the same (Stice, Rohde, Shaw & Marti, 2013). However, at times, the actions result in an increase in the problems and issues by ignoring them, and at the same time, they also lead to amplification in the negative connotations and implications. The situation prevents resolution of the issues, which might prove beneficial in dealing with the issue and actually understanding the differences instead of merely avoiding confusion. Thus, under certain circumstances, peaceful and calm discussion is considered a better and more valid option as compared to passive tolerance in which issues are concealed and covered up.

We also reach out to physicians by conducting one on one meeting with them because those are the people who have direct communication with our target group. We basically refers to physicians that early stage development program can overcome this disease. This health program is an objective to provide unbiased information to the patient to empowering them about their care decisions. We go for notable guest speaker that from the public that that help to increase visibility and exposure of our target market. Various crucial contractual outline and administration issues will be emulated all through the time of the program. Specifically: Formal survey of the administration will be on-going and will advise the close of year administration audit process which will be utilized to figure out if the administration is to be unrestricted or de-charged (Campbell & Cornish, 2012).

The official will choose whether the administration has been successful, incorporating if it is tending to the requirements of needing aggregations with heightened needs. If not, the official will examine and concur with the supplier any formal acceleration or revitalization arrange with sensible time allotments for conveyance. The appropriate notice periods and termination techniques will be used by both parties. Both gatherings might wish to look for lawful exhortation before using any formal contractual game plans coming about because of this program structure.

### **Expected Outcomes**

The expected outcomes of this health prevention program are something that is realistic, measurable and attainable. The main aim of this health promotion plan is to reduce educate the participants about the pros and cons of obesity and its prevention, along with suggesting the procedure to the participants to overcome obesity.

By participating in this health promotion plan to reduce obesity, it is expected that the participants will experience an increase in their insight regarding the issue of obesity in general. The success of this plan would be measured by calculating the overall weight losses in the individual participants in context of their initial weight and medical conditions. It is expected

that the procedure that would be suggested in the health promotion plan would be attainable, i.e. something that can be performed under normal conditions. Performing a 20-30 minutes exercise of walking four days a week is quite feasible for every participant. One of them is made mandatory to be Sunday so that it can add to the convenience of the participants. The time frame set aside for the completion of this whole promotion plan is of 5 months.

Another aspect of the promotion plan regarding expected outcomes is that it should be realistic, or in simple words practically implementable. As the plan would progress with time, the participants would gain confidence in their efforts to overcome obesity.

### **Challenges and Barriers**

There are a number of possible challenges and barriers that may be faced in implementing the proposed health promotion plan. The major ones and the most likely ones are as follows: It is quite possible that some of the participants would find it greatly difficult to change their diet as per the proposed diet plan. This would act as a barrier to the effective implementation of the proposed plan.

There is a probability that some participants are habitual of a highly sedentary lifestyle (a lifestyle with inconsistent or no physical activity). This would in turn make it difficult to adopt the exercise plan that is a part of the health care promotion plan. Some of the individuals participating in the program may be obese due to some genetic reasons, and therefore it would be difficult or not workable to achieve the desired results in their case by the implementation of diet and exercise plan (Kessler & Glasgow, 2011). Some illness in a participant can make it unpractical for him/her to adapt the suggested diet plan. It is possible that due to the illness, the food items that are included in the proposed diet plan cannot be consumed by that participant.

### **Program Cost**

Larger and health patient program required effective budget because it allows the stakeholders to analyze the program more effectively from financial perspective in systematic way. This program will analyze separately each program separately that will help to analyze cost of each program separately. While it is quite difficult to evaluate the actual cost of this program but however the below cost is estimated quite close to actual.

### **Evaluation of Clinical Outcomes**

As we know that a successful program can be only measured through collecting data from respondent. Thus, we also go to use social media marketing such as Facebook and Twitter to collect our respondent thoughts before launch this prostate cancer program. Feedback will be gathered through self reflection surveys directed with the family of the members. The aforesaid parents/cares were distinguished as captivating customarily inside the program over the six month period. Family might be asked to finish two surveys. The pre-programmed survey asked the family to review how they felt at the starting of the program against a set of comments.

The evaluation of the proposed plan would be done on the basis of some pre-defined factors. The overall success of the proposed plan would be evaluated in the light of percentage of participants that were successful in losing weight to the extent that was set aside at the beginning of this healthcare promotion plan. After the completion of the proposed project, i.e. 5 months, the final weights of all the participants would be measured. Then the individual weight loss by every participant would be calculated with respect to their initial weights that were measured prior to the start of this plan.

### References

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