

Health Promotion



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In Brief

iv Editor's Notes: Access to Safe Drinking Water: More Important Than Health Promotion

THE SCIENCE OF HEALTH PROMOTION

Interventions

- Patricia van Assema
Mieke Steenbakkers
Hanna Stapel
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- Nutrition**
- Evaluation of a Dutch Public-private Partnership to Promote Healthier Diet**
- A public-private sector partnership promoting healthy diets was evaluated using a pretest-posttest design. The intervention consisted of healthy diet promotions at local butcher shops. A total of 486 customers (242 experimental and 244 control participants) were assessed to determine campaign exposure, acceptability, and whether any behavioral effects occurred (e.g., purchasing more lean meats, using liquid cooking margarine). Those visiting the experimental butcher shops evaluated the campaign more favorably and felt more encouragement to buy lean meats compared to those visiting the control butcher shops. However, these predisposing, reinforcing, and enabling factors had no effect on behavior. This project demonstrates the short-term feasibility and acceptability of a public-private health promotion partnership, though this may not be enough to change customers' behavior and the long-term institutionalization of such programs and projects remains unknown.
- Scott E. Sherman
Elizabeth M. Yano
Laura S. York
Andy B. Lanto
Bruce A. Chernof
Brian S. Mittman
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- Smoking Control**
- Assessing the Structure of Smoking Cessation Care in the Veterans Health Administration**
- Health care organizations can help smokers to quit by improving their process and structure of care. This pilot study assessed the structure of care in 18 Veterans Health Administration facilities using a 25-item checklist based on the Public Health Service guidelines for health care systems. The checklist survey was completed by key informants and compared with detailed site surveys. Although there was little agreement between the two survey methods, the checklist survey was easy to administer and highlighted several areas where facilities were performing well and where their structure of care can be improved.
- Jeannine S. Schiller
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- Cigarette Smoking and Smoking Cessation Among Persons With Chronic Obstructive Pulmonary Disease**
- Attempts to quit smoking were examined in a sample of 11,238 adults aged 25 years and over who reported having chronic obstructive pulmonary disease (COPD) during the 1997 to 2002 National Health Interview Surveys (NHIS). Only one-half of smokers with COPD attempted to quit during the past year, and most (85%) were unsuccessful. Younger smokers were more likely to attempt quitting but older smokers with COPD were more likely to successfully quit. More than 20% of smokers with COPD reported that they had not received advice to stop smoking while visiting a health professional during the past year, underscoring the importance of implementing clinical guidelines on smoking cessation among health care providers.
- Susan E. Walch
Sandra M. Rudolph
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- Stress Management**
- Negative Affect and Risk for Human Immunodeficiency Virus: One Size May Not Fit All**
- The potential moderating role of gender and sexual orientation on anxiety, depression, and HIV-related risk behavior was examined within a sample of 185 men and women presenting themselves for anonymous HIV-counseling and testing at a community-based clinic. The gender/sexual orientation categories were: men who had sex with men only, men who had sex with men and women, men who had sex with women only, women who had sex with men and women, and women who had sex with men only (Note: the possible group of women who had sex with women only was dropped due to low participant numbers). Women who reported having sex with both women and men reported the highest levels of anxiety, depression, and HIV-related risk behavior. Men who had sex with men experienced the least depression, whereas men who had sex with women only experienced the least anxiety. Men who had sex with both men and women reported the second highest HIV-related risk behavior. Gender and sexual orientation may be important moderating variables associated with anxiety, depression, and HIV-related risk behavior.

Strategies

- Behavior Change**
- Amii M. Kress 334 **Status of U.S. Military Retirees and Their Spouses Toward Achieving *Healthy People 2010* Objectives**
This study assessed the status of U.S. military retirees and their spouses relative to select *Healthy People 2010* objectives and identified sociodemographic characteristics associated with those health behaviors. The military retirees and spouses sampled did not meet the *Healthy People 2010* targets for healthy weight; daily fruit, vegetable, and grain consumption; physical inactivity, moderate physical activity, vigorous physical activity; binge drinking; cigarette use; and smoking cessation.
- Jennifer Di Noia 342 **Application of the Transtheoretical Model to Fruit and Vegetable Consumption Among Economically Disadvantaged African-American Adolescents: Preliminary Findings**
Scales for measuring decisional balance, situational self-efficacy, and processes of change for fruit and vegetable consumption were developed and pretested with 57 economically disadvantaged African-American adolescents, and then administered to a separate sample of 262 participants. Alpha coefficients of reliability for the scales ranged from .77 (experiential change processes) to .91 (pros). Participants in action/maintenance evidenced higher pros, self-efficacy, and fruit and vegetable consumption and significantly lower cons than participants in precontemplation and contemplation/preparation, respectively. These findings are consistent with the Transtheoretical Model and prior applications of the model to fruit and vegetable consumption in adults.
- Communication**
- Eric T. Lee 349 **Sun Care Advertising in Popular U.S. Magazines**
Do sun care product advertisements placed in popular magazines reach populations at high risk of melanoma? The answer is, No, based on the findings of this survey. Cover-to-cover reviews of sun care product advertising in 579 issues of 24 top-selling magazines published between the months of May and September, 1997 to 2002, were examined. More than three-quarters (77%) of all sun care product advertisements were placed in women's magazines. Most advertised sun care products were for either cosmetics (38%) or moisturizers (26%) containing sun protection factor (SPF). Few sun care products were advertised in magazines for men, travelers, outdoor recreation users, and parents/families, despite the high rate of excessive sun exposure in these groups.

Research Methods

- Financial Analysis**
- Shirley Musich 353 **The Association of Two Productivity Measures With Health Risks and Medical Conditions in an Australian Employee Population**
The relationship between a self-reported lifestyle risk factors, a self-reported measure of presenteeism and personnel records on absenteeism was measured among 244 employees of an Australian company. Presenteeism was higher for those reporting high stress, life dissatisfaction, and back pain, while absenteeism was higher for those we reported being overweight, having diabetes, and lower perceived health status. Those with five or more risk factors were 2.25 times more likely to have high presenteeism and 2.12 more likely to have excess absenteeism.
- Abstracts 364 **17 abstracts are featured from a variety of publications.**
- DataBase: Research and Evaluation Results 371 **Four new studies are critiqued and added to the DataBase chart.**

The Art of Health Promotion

- Seth Serxner 1 **Best Practices for an Integrated Population Health Management (PHM) Program**
Large employers are beginning to create much more robust and potentially effective systems of integrated health management interventions. This organization-wide activity is referred to as a "Population Health Management" (PHM) approach. Best practices are also beginning to emerge in this area, and a number of technical developments are helping shape the patterns of response from innovative employers. This initiative is rapidly emerging as a critical part of overall business and health care strategy.
- 10 **Selected Abstracts**
Abstracts are provided for 10 peer-review articles that address facets of best practices for population health management interventions.
- Larry S. Chapman 13 **Closing Thoughts**
Editorial comments on the societal implications of this approach and its relationship to major health care reform issues are noted.