

Contents

<i>Foreword</i>	ix
<i>Preface</i>	xi
<i>Acknowledgements</i>	xv

Section 1

HEALTH PROMOTION CONCEPTS AND OLDER PEOPLE 1

1 What affects the health of older people? 3

The demography of an ageing population; Age as a determinant of health; Defining old age; The ageing process; The health status of older people; Social and economic influences; National and international perspectives on older people; Conclusion; Summary

2 The scope, goals and values of health promotion with older people 42

What is health?; Health education and health promotion with older people; Values, attitudes and beliefs about older people; Ageism; The goals and values of health promotion with older people; The scope of health promotion with older people; Health promotion and health gain; The changing roles of health promoters; The value of health promotion with older people; Ethical dilemmas; Positive ageing; Conclusion; Summary

3 Who promotes the health of older people? 75

The concept of caring; Lay and family carers (informal carers); Statutory care; What do carers do?; Professional carers and health promoters; Promoting the health of informal carers; Assessment of carers' health and social needs; Voluntary organizations; Health promotion with formal carers; Conclusion; Summary

Section 2**FACILITATING HEALTH AND WELL-BEING 107****4 Helping older people towards healthier living 109**

Changing health-related behaviour; Health promotion models; Self-empowerment; Strategies for changing behaviour; Conclusion; Summary

5 Planning and evaluating health promotion with older people 141

Planning health promotion with older people; Quality issues and good practice in health promotion; Planning models; Health needs assessment; Empowerment, equity and partnership; Group and population health needs; The evaluation of health promotion; Methods, theories and purpose of evaluation in health promotion; Political, economic and ethical dimensions of evaluation; Assuring quality in planning and evaluation; Conclusion; Summary

6 Working in partnership with others 178

Partnership and empowerment; Benefits of networking and partnerships; Working in teams; Promoting alliances with workers in areas of high social deprivation; Implications for health promotion practice and health promoters; Older people in the community; Conclusion; Summary; Appendix 6.1 Discussion document by Gwynedd Local Health Alliance 2001

7 Using effective communication tools with and for older people 208

Aims and objectives when using resources; Communication; Media influences on and about older people; Written communication tools; Information technology; Conclusion; Summary

Section 3**WORKING WITH OLDER PEOPLE IN DIFFERENT SETTINGS 221****8 Working with older people in community settings 223**

Settings; What is the community?; Health promotion in the community; Principles and practice of community health promotion; Community participation and empowerment; Community profiling; Community mental health; Exercise in the community; Conclusion; Summary; Appendix 8.1 Brockenhurst Healthy Village and community participation

- 9 Working with older people in hospital settings 254**
Introduction; The context of the health-promoting hospital; The intended outcomes of health promotion in hospital; Assessment/needs/planning and organization of health promotion in the hospital; Issues affecting outcomes and practice of health promotion in the hospital; Health promotion activities in hospital; Discharge planning and liaison for older people between hospitals and the community; Conclusion; Summary
- 10 Working with older people in residential settings 281**
The context of residential care; The costs of residential homes and nursing homes; Choosing residential care; United Nations outcomes for older people; Assessing, planning and evaluating for older people's health and social care; The empowerment approach; Perceptions of morale and power; Individualized care; The RCN assessment tool; Health promotion outcomes; The practice of health promotion in residential settings; Values and attitudes to long-term care; Conclusion; Summary; Appendix 10.1 Residential care in France

Section 4

THE WAY FORWARD: CHALLENGES IN THE PROMOTION OF HEALTH OF OLDER PEOPLE 309

- 11 Life, work and livelihood in the Third Age 311**
Review of the previous chapters; Expanding health and social care services available to the older person; Reaching older people who use the health and social care services least often; Strategies for self-empowerment and community empowerment of older people and carers in the future; Political, economic and social context of health for the older person in the future; The way forward for health promotion policy and practice; Conclusion; Summary
- 12 Resources 341**
Videos; Teaching packs; Health promotion leaflets, books and reports; Useful addresses; Websites

Index 365