

Call to Action!

5 reasons for Community-Participatory Health Promotion

Why should Ryan White Care Programs and other agencies enable consumers to provide self-care of health promotion in the community?



1. Because nobody knows neighborhoods better than its members.
2. Because often-times, community members know what health issues other community members struggle with.
3. Because community members know how to deliver a relatable message to their family, friends and neighbors.
4. Because prosociality or helping people is beneficial to people providing and receiving help:
 - Helping others with health promotion increases both parties awareness of health issues
 - Helping others in the community builds community unity and activism
 - Participation builds personal confidence and increases self-efficacy
 - Participation provides networking opportunities
 - Participation helps consumers become more aware of community resources
5. Because consumer involvement is effective and important and facilitating their involvement will only take planning and debriefing meetings.

What types of self-care of health promotion activities can consumers provide in the community?

1. Speaking with family, friends, neighbors about a health topic
2. Providing simple, written information to community members about a health topic
3. Texting or e-mailing health promotion messages
4. Convening group discussions about a health topic
5. Attending health fairs and providing information
6. Any kind of health promotion activity that is safe

Want to know how to facilitate community-participatory health promotion? See the reverse side of this flyer



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6 steps for health care personnel to facilitate community-participatory health promotion

How can you facilitate community-participatory health promotion?

1. **Identify consumers for participation** by asking them if they would like to help others in their community, or by posting the “Help Wanted” poster in the waiting room.
2. **Ask consumers about what health promotion topic they think community members might need more information about.** For example:
 - a. If community members are out late at night, maybe they need information about the importance of sleep.
 - b. If community members appear to be struggling with alcohol or drug use, maybe they need information about where to go for treatment in their community.
 - c. If community members are engaging in unprotected sex, or sharing needles, maybe they need information on HIV and STD prevention.
 - d. If community members are struggling with making ends meet, maybe they need information about where soup kitchens and food pantries are located.
 - e. If community members are overweight, maybe they need information about weight management and physical activity.
 - f. There are many, many other health topics for self-care.
3. **Discuss the topic the consumer chooses.** Go to www.onlineworkgroup@ning.com to locate existing community outreach flyers and tips on facilitating community-participatory health promotion.
4. **Adapt the flyer to your local area** by filling in local phone numbers. Make a limited number of copies of the flyer for the consumer.
5. **Discuss the consumer’s community outreach plan.** Be sure to include a discussion about personal safety. Consumers can simply provide information to family, or they can provide community-wide outreach – it is up to them.
6. **Schedule a follow-up debriefing meeting with the consumer** to hear about how the community health promotion encounters. Provide more flyers if the consumer wants to continue to provide self-care of health information in the community.