Wellness Education Program Proposal

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**Introduction**

When one talks about wellness, it is basically the process of getting awareness and making suitable choices for leading a healthy and fulfilling life. When put into consideration, it can be taken as a notable process which brings about growth and change. The focus of my previous paper was African Americans; I chose that ethnicity because I believe that they are parts of the vulnerable population like Hispanics, Asians and Native Americans. As discussed in the previous paper, this vulnerable population faces difficulty in getting proper healthcare due to not having insurance, low wages, lack of education, and language barriers. These issues are just a few that impact that quality of healthcare that these people get. The wellness education program has a focus on preventing various illness and diseases among the African American population (Jennings & Slavin, 2015). I will like to explain things in the context of the elderly population of African Americans since they are even more deprived of proper healthcare. The wellness program is focused on providing awareness to the vulnerable population residing in Brooklyn Center and New York.

**Cultural Reflection**

Cultural reflection is essential for the effectiveness of the counseling approach. When we talk in this context, culture can be referred to as something that distinguishes people on the basis of age, language, gender, sexual orientation, and race. The elder population of the African American community is more prone to illness and diseases due to the old age factor, so it should be essential to create awareness on substance abuse and promote a healthy lifestyle in them to avoid health-related issues. It is to be kept in mind that self-management of various medical conditions is key that can be influential in eradicating the disease from the person's body to lead a healthy life. In Brooklyn Center and New York, there are a lot of private organizations and networks who set out cultural change campaigns. In these campaigns, they listen to everyone's concerns and choice regarding healthcare. In a comparison of the younger people of any community, the elders are the ones who are most likely to be more susceptible to various types of illness and diseases and require treatments as soon as possible due to having lower immunity.

**Elements of CAM, Holistic Health, Spirituality and Traditional Medicine in the Wellness Education Plan for Elderly African Americans**

CAM

This is a medicinal technique that efforts to optimistically influence the wellness plan by endorsing curative products that are required to be taken in conjunction with your standard medical products. Cam is that technique that further has the involvement of products of the system, healthcare and various practices that are basically non-intrusive and non-pharmaceutical (Collyer, 2017). It was stated by a lot of scholarly individuals that CAM approach is safe yet effective for the vulnerable elderly population.

Holistic Health

The Holistic Healthcare technique can have a positive influence on the wellness action plan as it will create a positive impact on the rounded health and overall environment of the elder patients. Hence, the incorporation of holistic health on various levels aids in embracing the link between spiritual, physical and mental health being. The main focus of the health care in the holistic framework is inclusive of diet, exercise, attitude and behavioral modifications, environmental measures and spiritual counseling.

Spirituality

Spirituality is that one term that holds the ability to influence the wellness action plan as its efforts to answer the three main questions that carry great importance. The questions are; where an individual wants to be? Where had a person been? And lastly where the person is in the present? Putting these questions under consideration and analyzing them can majorly aid in framing the plan and overpowering the issues that are faced. The education program will be structured to understand that spiritual needs of the elders and will develop various ways and techniques to help meet those needs.

Traditional Medicine

This is where the cultural awareness steps in. Traditional medicine can be defined as the collection of knowledge, skills, practices which are on the basis of theories, experiences and believes that are originated and native to different cultures. People from different ethnicities have utilized this knowledge in health maintenance and in the diagnosis, treatment, and enhancement in the diagnosis of various diseases and illness. The incorporation of traditional medicine in the education plan of wellness will assist in promoting traditional practices of medicine for the overall wellness of families and a community as a whole.

**Linguistic Consideration**

It was identified that hurdles in relevance to various cultural beliefs and linguistics could not be avoided if an institution is targeting to provide quality healthcare to patients from various ethnicities. Living in the United States of America it is obvious that there are people residing in the country from various cultural and religious backgrounds. It is a fact that if there is an error in communication, it can negatively impact the health of a person. Let us discuss a few pointers that need to be kept in mind when starting a wellness education program:

1. Miscommunication – It is the most apparent error in the world of medicine as it can put the life of a patient in danger. When one is providing education to the elderly of a vulnerable community, it is necessary that the language that is being used is easy enough to be understood by a layman.
2. Language Hurdles – language hurdles are crucial when it comes to the elderly members of a community. If the members who are in the wellness program cannot communicate the important guidelines with full impact on the population, the program will go towards the direction of failure. It is necessary that when hiring people, such people are selected who can communicate properly with the people of the United States.

**The Marketing and Tactics of the Wellness Education Plan**

It is essential to make certain techniques and strategies that stern on educating the elderly of the vulnerable population of African Americans about health promotion and the prevention of diseases. Below are a few tactics that can be integrated into the wellness program:

The Promotion of Health

It can be done by initiating "Campaigns" that are targeted to discourage the use of tobacco, alcohol and other products that can be harmful and have an impact on the promotion of a healthy lifestyle in the elderly. Additionally, rewards can be provided to the elderly in taking part in the program. Secondly, the plan of wellness education can contain a list of "Nutritional products" that can be put under consideration by the elderly population to lead a healthy lifestyle. The list can also include fruits and vegetables that will aid in the wellbeing of the elderly. Finally "Sexual Health" carries great importance as well. This step in inclusive of the promotion of a state of social, mental and physical sexual wellbeing of an individual. It is necessary that awareness regarding safe sexual encounter is incorporated in the wellness education program.

The prevention of Diseases

The elderly need to be guided and made aware of the importance of "vaccination" so they can prevent any illness from attacking them. The wellness education plan should also be inclusive of the delivery of information in regards to "Behavioral and Health Risks", besides effective care tactics to the elders. Lastly, "Premature detection of an illness" is a vital component that can have an influence when it comes to the prevention of significant disease or illness.

**The Education and Marketing Plot**

There are a few prominent tactics that can be applied to help market the wellness education plan. Firstly the “Market Segmentation,” the market segmentation involves the targeting of the elderly of the vulnerable community of the African Americans residing in Brooklyn Center and New York USA. The elderly will be targeted through various means. Further, "Promotions and Advertisement" can be utilized to make an impact. When it comes to advertisement, it can be done via social media. Majority of the elderly use Facebook, but one needs to be strategic. It needs to be kept in mind that not all social media platforms are a good option. Facebook is older, and awareness regarding it is present, so ads can be posted online which is targeted for the vulnerable elder population to raise awareness for the program. Different banners and pamphlets can be stuck to places where the elderly are most likely to go. This way of promotion should directly talk about the awareness of the program.

**Advantages of the Wellness Education Plan**

There are a lot of benefits for the wellness education program; they are both long-term as well as short-term.   
 Short-term Advantages  
For starters, the elderly African American population can make use of the wellness education plan to shed weight by following the guidelines that are described by the plan. Additionally, any disease that has been recently diagnosed can be immediately and effectively catered by following the education plan. Lastly, physical fitness can be improved by following certain exercises which have been described in the wellness program.

Long-term Advantages

The program helps in the reduction of various medical issues faced by the elderly population. It will also help in reducing the healthcare costs that can help save money in the long run. The program can also aid the elderly in avoiding such dietary habits that can lead to bad health. The program can help maintain health in the long-run. This has to be the most significant advantages of the program.

**The Impact of Ethical Principles on Preventive Care and Health Promotion**

It is essential that ethics are kept in mind by the organization when promoting health and giving preventive care. The following ethical principles can be kept in mind:

1. Privacy – the privacy of a user is a crucial component that needs to be kept in mind when promoting health and delivery of operational care. The misapplication of the confidential of the user's data can lead to a bad impression of the promotion of health. This is why it is essential to consider the privacy of the patients.
2. Advertisement Tactics – It is apparent that there are some ethical issues that are in regards to the advertisement. At times there are certain omissions, exaggerations, cultural misappropriation or various emotional appeals are portrayed, or children are used in the advertisement. One should always be careful in regards to that, and further, any appropriate and proper advertisement technique can be used for sure, there is no restriction to that.
3. Equality – being equal and fair is another crucial factor that needs to be kept in mind (Rock & Degeling, 2015). This part illustrates that there should be zero discrimination when it comes to the delivery of health services.

**Laws that have an Impact on Health Promotion**

The local and federal laws can have a massive influence on the wellness of the education program. It is important that all the laws of the state are being followed strictly when providing education to the vulnerable population. HIPAA (Health Insurance Portability and Accountability Act) targets to safeguard the privacy of health data in regards to a patient that is transferred or upheld by healthcare professionals. It is inclusive of e-mails, voice mail and oral, as well as paper record. This law needs to be followed by the organization at all costs, as if the elderly face a privacy issue because of the company, it can impact the reputation of the firm.

It is also important to keep in mind the immigrants from different countries as well. Disparities in healthcare which are of a legal nature can have an impact on health promotion as well (Yamada et al., 2015). The people from different ethnicities at times face health care issues and are not given equal rights due to their status. Additionally, the changes that are made in the law can also have a negative impact on the processes of the organization, so it is essential that all the process is kept up to date in light of the changing policies.

**The Economic Impact on Clinical Preventive Services and Health Promotion**

The economic impact that is brought upon by health promotion and clinical prevention is pretty significant. One of the biggest facts is that health care is delivered to socially disadvantaged people as well. The wellness education can aid the elderly population in saving cost on healthcare as well. Chronic diseases came out strong as core healthcare cost drivers which resulted in economic loss. With the initiation of a wellness education program, chronic diseases can be reduced to some degree.

**Conclusion**

The treatment costs can be reduced with the help of self-management of a medical issue or condition faced by the elderly. Lucky for them, the wellness education program provides guidelines to self-manage a disease. It can be easily called as one of the most influential and vital ways to cut hospital expenses and healthcare costs. The wellness education plan can also aid in the initial diagnosis of any disease or illness. This fact is very useful as it can help avoid medical costs that are required to treat a bigger illness.

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