

EFFECT OF HEALTH PROMOTION ON SATISFACTION AND HEALTH BEHAVIOR CHANGE AMONG THE ELDERLY IN RURAL AREAS

Helfi Agustin, Rizki Indah Cahyani, Anita Juniarti, Dini Hartiningsih

Faculty of Public Health, Universitas Ahmad Dahlan

ABSTRACT

Background: In elderly individuals, life satisfaction is a multidimensional issue that is influenced by objective and subjective characteristics, including cognitive function, emotional status, social support, physical condition, dependency, and sociodemographic variables. A healthy lifestyle can help older people maintain their functional ability and, therefore, satisfaction with life. An important aspect of health promotion is the assessment of lifestyle factors over which patients have some control. This study aimed to describe the effect of a health promotion method on satisfaction and health behavior change among the elderly living in rural areas, Yogyakarta.

Subjects and Method: This was a qualitative study conducted at “Healthy House for the Elderly” (RUSELA) in Yogyakarta. Key informants were selected for this study, including the elderly and a few community members. The study theme was the effect of a health promotion method on satisfaction and health behavior change among the elderly in rural areas. The data were collected by in-depth interview and observation.

Results: The health promotion model was able to satisfy the elderly living in RUSELA. It was also able to improve motivation for healthy behavior change, such as body weight reduction.

Conclusion: The health promotion model is effective to improve motivation for health behavior change among the elderly in rural areas.

Keywords: health promotion, healthy behavior change, elderly, rural areas.

Correspondence:

Helfi Agustin. Faculty of Public Health, Universitas Ahmad Dahlan, Yogyakarta.
Email: helfi.agustin@ikm.uad.ac.id. Mobile: 085274554097.