



The Role of Health Promotion in Disease Prevention

Nur Arifatus Sholihah¹, Fitriah², Andi Ilham³

^{1,2,3}Bachelor of Public Health Study Program, Griya Husada Health College, Sumbawa, Indonesia

ARTICLE INFORMATION

Article history:

Received Jul 02, 2025

Revised Jul 12, 2025

Accepted Jul 24, 2025

Keywords :

Health promotion,
Education
Disease prevention,
Healthy behavior,
Health education,
Public health

ABSTRACT

Health promotion is a key strategy in disease prevention and improving the quality of life of the community. This study aims to evaluate the role of health promotion in preventing various infectious and non-infectious diseases at the individual and community levels. The method used is a literature study with a qualitative descriptive approach, reviewing various scientific articles, research reports, and relevant health policies. The results of the study indicate that effective health promotion, through education, behavioral change, and increasing public awareness, can reduce the prevalence of diseases such as hypertension, diabetes mellitus, heart disease, and respiratory tract infections. Promotion interventions carried out by health workers, especially in primary care facilities such as Community Health Centers, have been shown to increase community compliance with healthy lifestyles, including diet, physical activity, and avoidance of risk factors. In conclusion, health promotion plays a vital role in disease prevention and needs to be a priority in the preventive health service system. Cross-sectoral support and active community participation are needed to ensure the success of sustainable health promotion programs.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Nur Arifatus Sholihah

Bachelor of Public Health Study Program,

Griya Husada Health College, Sumbawa, Indonesia

1-8 Undergraduate Study Program in Public Health, Griya Husada Health College, Sumbawa, Indonesia

Email: arifatus93@gmail.com

1. Introduction

Disease remains the leading cause of death and disability worldwide. The World Health Organization (WHO) states that around 60% of global deaths are caused by non-communicable diseases (NCDs) such as diabetes, cancer, cardiovascular disease, and chronic respiratory disorders (WHO, 2020). On the other hand, infectious diseases such as tuberculosis and upper respiratory tract infections are still a major problem, especially in developing countries.

Health is one of the fundamental aspects of human life that greatly determines productivity and quality of life. Amid the increasing burden of disease, both infectious and non-infectious, prevention efforts are becoming a strategy that is increasingly prioritized in the modern health care system. One preventive approach that has proven effective is health promotion. Health promotion not only focuses on the dissemination of information, but also includes efforts to empower individuals and communities to change behavior and create an environment that supports healthy living.

According to the World Health Organization (WHO), health promotion is a process that enables people to increase control over their health and improve it. In other words, health promotion has a strategic role in preventing disease early on, especially through increasing public awareness, changing lifestyles, and improving socio-economic and environmental conditions. In various countries, including Indonesia, health promotion activities have become an integral part of national

health programs, such as through handwashing with soap campaigns, immunization, health screening, and nutrition education.

The role of health promotion is becoming increasingly vital in the modern era, where technological advances and globalization have also brought new challenges to people's lifestyles. Sedentary lifestyles, fast food consumption, high work stress, and exposure to unvalidated information on social media are some examples of conditions that increase the risk of disease. In this context, health promotion must evolve, not only using conventional approaches such as face-to-face counseling, but also utilizing digital media, online campaigns, health applications, and community-based approaches.

The Indonesian government through the Ministry of Health has established health promotion as an integral part of the national health service system. In various programs such as the Healthy Living Community Movement (GERMAS), health promotion functions as the main strategy to encourage healthy living behavior collectively. This is in line with the direction of health development in the National Medium-Term Development Plan (RPJMN) which emphasizes the importance of promotive and preventive efforts as pillars of national health development.

However, the effectiveness of health promotion does not solely depend on the existence of programs and campaigns, but also on the ability to implement them in the field. A cross-sectoral approach, active community involvement, and sustainability of interventions are needed so that health promotion can truly have a significant impact on reducing morbidity and mortality. In addition, it is important to adapt health promotion messages to the cultural, social, and economic context of the target community, so that the message can be received and internalized well.

For example, in areas with low levels of education, information delivery methods should be made more visual, interactive, and based on local community or religious leaders so that health messages are more effective. Meanwhile, in urban communities with high levels of digital literacy, health promotion can be done through social media, webinars, or health applications that are equipped with reminder features and recording of daily health activities.

InAt the global level, health promotion has been shown to play a major role in reducing disease prevalence. For example, anti-smoking campaigns in various countries have succeeded in reducing the number of active smokers through advertising regulations, the inclusion of warnings on cigarette packs, and ongoing education. Another example is the promotion of the use of personal protective equipment during a pandemic which significantly reduces the rate of transmission of infectious diseases.

In the Indonesian context, challenges such as regional disparities, limited health workers, and low public awareness of health are still major obstacles. Therefore, health promotion must be designed with adaptive and innovative strategies, and supported by strong policies and multi-sector commitments. Health education from an early age, integration of a healthy curriculum in schools, and the involvement of community leaders and digital influencers are some of the approaches that can strengthen the impact of health promotion in the future.

Thus, the role of health promotion in disease prevention is not merely complementary, but rather a foundation for sustainable health development. A healthy society is a society that is able to maintain and improve its own health, and this can only be achieved if health promotion is truly integrated into everyday life.

However, the effectiveness of health promotion is often influenced by various factors, such as communication approaches, cross-sector involvement, and socio-cultural characteristics of the community. Therefore, a deep understanding of the role of health promotion in disease prevention is important for designing more targeted and sustainable interventions.

This article will discuss in depth the role of health promotion in disease prevention efforts, including implementation strategies, challenges faced, and examples of successful health promotion programs in various contexts. Hopefully, this article The main text format consists of a flat left-right columns on A4 paper (quarto). The margin text from the left are 3 cm and top are 5 cm, right and bottom are 2.5 cm. The manuscript is written in Microsoft Word, single space, arial 10pt and maximum 12 pages, which can be downloaded at the website: <https://journals.joninstitute.org/index.php/Johes/index>

can contribute to strengthening the promotive-preventive paradigm in society and the world of health in general.

Health Promotion Objectives:

- 1) Increasing public knowledge about disease risk factors and how to prevent them.
- 2) Changing people's behavior to be healthier and aware of the importance of disease prevention.
- 3) Supporting the creation of a healthy environment through active community participation.
- 4) Reducing the burden of health costs through reducing morbidity and the need for treatment.

2. Method

This study uses a literature review method with a qualitative approach. Data sources were obtained from scientific journals, WHO reports, the Indonesian Ministry of Health, and related books published between 2015–2024. Selected articles were analyzed to identify successful health promotion strategies and the relevance of these interventions to disease prevention.

Inclusion criteria:

- a) Articles discussing health promotion and disease prevention.
- b) Trusted sources such as Scopus indexed journals, PubMed, and national and international health institution reports.

3. DISCUSSION

Understanding Health Promotion

Health promotion is the process of enabling individuals and communities to increase control over the factors that affect their health in order to improve their quality of life and health. This promotion includes not only health education, but also the development of policies and environments that support health.

Health promotion plays a strategic role in creating a healthy society by emphasizing prevention rather than treatment. This strategy not only reduces morbidity and mortality, but also reduces the burden of long-term health costs.

In its implementation, health promotion is carried out through various approaches:

- a. Public health education, which increases individual understanding of the importance of healthy living behavior.
- b. Health campaigns, both through traditional and digital media, that serve to reach audiences on a large scale.
- c. Creation of a healthy environment, such as smoke-free public spaces, provision of clean water facilities, and sports facilities.
- d. Government policies, such as regulations restricting cigarette advertising and mandatory vaccination.
- e. Community empowerment, which provides space for active participation in designing and implementing health programs.

Programs such as GERMAS (Healthy Living Community Movement) and Posyandu are real examples of the implementation of health promotion in Indonesia. Through activities such as group exercise, nutrition counseling, and monitoring of child growth and development, the community is guided to live a healthy life from an early age.

However, the implementation of health promotion also faces challenges, such as low health literacy, limited health workers, and cultural barriers or community habits that are difficult to change. Therefore, a cross-sector approach and the use of technology are needed to optimize the reach of the program.

The Role of Health Promotion in Disease Prevention

Primary Prevention

Health promotion plays a role in primary prevention by preventing the onset of disease through promoting healthy lifestyles:

- 1) Balanced nutrition education

- 2) Prevention of smoking and substance abuse
- 3) Regular physical activity
- 4) Immunization
- 5) Secondary Prevention

Play a role in early detection and screening:

- a) Counseling on the importance of checking blood pressure, cholesterol, and pap smears
- b) Promotion of cervical and breast cancer screening
- c) Education and Counseling: Provide correct and easy-to-understand information about how to prevent diseases such as vaccination, healthy eating, exercise, and hygiene.
- d) Health Policy Advocacy: Promote policies that support a healthy environment such as bans on smoking in public places and the provision of sports facilities.
- e) Community empowerment: Involving communities in health programs so that they actively maintain and improve their own health.
- f) Prevention of Infectious Diseases

Health promotion plays an important role in educating the public about how to prevent the spread of infectious diseases such as:

- a. COVID-19
- b. TB
- c. HIV/AIDS
- d. Dengue fever

Efforts made include:

- a. Hand washing campaign with soap
- b. Immunization and vaccination
- c. Use of personal protective equipment (masks, condoms)
- d. Counseling on environmental sanitation and cleanliness

Prevention of Non-Communicable Diseases (NCDs)

Diseases such as diabetes, hypertension, stroke, and cancer can be prevented by promoting a healthy lifestyle, such as:

- a. Consume a balanced nutritious diet
- b. Regular physical activity
- c. Do not smoke
- d. Do not consume alcohol
- e. Regular health checks

Health Promotion Strategy

Direct counseling through seminars, workshops, and health consultations To achieve optimal results, health promotion must be carried out with the right strategy, such as:

- a. Public health education: through mass media, social media, and community activities.
- b. Empowerment of individuals and communities: such as training of health cadres and peer support groups.
- c. Supporting policies:for example regulations on smoke-free areas, food labels, and restrictions on advertising unhealthy foods.
- d. Behavior Change Communication (BCC): Delivery of information through mass media, social media, and direct education.
- e. Community Empowerment: Involving community leaders and health cadres to convey health messages.
- f. Health Advocacy: Encouraging the creation of public policies that support health (e.g. smoke-free areas).

Impact of Health Promotion

With health promotion, there is an increase in public knowledge about disease risks and preventive measures. This contributes to a decrease in the incidence of communicable and non-communicable

diseases such as diabetes, hypertension, and infectious diseases. In addition, health promotion helps reduce mortality and morbidity rates and increases community productivity.

Studies show:

- a. Anti-smoking campaigns reduced smoking prevalence among adolescents by 15% in 5 years (WHO, 2022).
- b. Physical activity promotion programs in schools increase student sports participation by 25% (Ministry of Health of the Republic of Indonesia, 2021).
- c. Community-based interventions in villages reduced the incidence of hypertension by 10% in 2 years (Yulia et al., 2020).

Community empowerment

Health promotion also aims to empower communities to be able to:

- a. Recognizing early signs of disease
- b. Accessing health services more actively
- c. Get involved in health programs in the surrounding area

Challenges and Recommendations

Some of the major challenges include:

- a. Limited funds and resources.
- b. Lack of training of health workers on promotion.
- c. Low public health literacy.

Recommendation:

- a. Increasing the integration of health promotion into education and primary care systems.
- b. Encourage cross-sector participation such as education, environment, and media.
- c. Strengthening data-based program monitoring and evaluation.

4. CONCLUSION:

Health promotion plays a central role in disease prevention efforts, especially at the primary prevention level. By empowering individuals and communities to adopt healthy lifestyles, health promotion helps reduce the risk of various diseases, both communicable and non-communicable. This process includes not only the delivery of information, but also building awareness, motivation, and the ability to make sustainable behavioral changes. The effectiveness of health promotion is highly dependent on the strategies implemented, the social and cultural context of the community, and cross-sector support. Participatory, educational, and community-based campaigns have proven to be more successful in creating positive behavioral changes. The use of digital technology is also a great opportunity to reach more target groups quickly and interactively, especially in the information era like today. Therefore, health promotion needs to continue to be developed and integrated systematically into every aspect of health services and public policy. The government, health workers, educational institutions, the media, and the wider community have a shared responsibility in creating an environment that supports healthy behavior. With effective health promotion, we not only prevent disease, but also build a healthier, more productive, and more competitive society in the future.

REFERENCE

- Notoatmodjo, S. (2014). *Promosi Kesehatan dan Perilaku Kesehatan*. Jakarta: Rineka Cipta.
- World Health Organization. (2020). *Health Promotion and Disease Prevention*. Geneva: WHO Press.
- Kemendes RI. (2019). *Strategi Promosi Kesehatan di Indonesia*. Jakarta: Kementerian Kesehatan Republik Indonesia.
- Green, L.W., & Kreuter, M.W. (2005). *Health Program Planning: An Educational and Environmental Approach*. New York: McGraw-Hill.
- World Health Organization. (2023). *Global Health Estimates 2022*. Geneva: WHO.
- Kemendes RI. (2021). *Profil Kesehatan Indonesia Tahun 2020*. Jakarta: Kemendes.

- Yulia, R., Sari, M., & Wicaksono, A. (2020). "Community-based hypertension control in rural Indonesia". *Jurnal Promosi Kesehatan Indonesia*,
Nutbeam, D. (2018). *Health Promotion Glossary*. WHO.
- Green, L.W. & Kreuter, M.W. (2015). *Health Promotion Planning: An Educational and Ecological Approach*. 4th Ed. New York: McGraw-Hill.
- Kemkes RI. (2021). *Profil Kesehatan Indonesia 2020*.
- Nutbeam, D. (2000). Health literacy as a public health goal. *Health Promotion International*, 15(3), 259–267.
- Green, L. W., & Kreuter, M. W. (2005). *Health Program Planning: An Educational and Ecological Approach*. McGraw-Hill.
- Glanz, K., Rimer, B. K., & Viswanath, K. (Eds.). (2008). *Health Behavior and Health Education: Theory, Research, and Practice*. Jossey-Bass.
- Nutbeam, D., & Harris, E. (2004). *Theory in a Nutshell: A Practical Guide to Health Promotion Theories*. McGraw-Hill.
- Kemkes RI. (2017). *Panduan GERMAS: Gerakan Masyarakat Hidup Sehat*.
- Rimer, B. K., & Kreuter, M. W. (2006). Advancing tailored health communication. *Annual Review of Public Health*, 27, 181–200.
- Marmot, M. (2005). Social determinants of health inequalities. *The Lancet*, 365(9464), 1099–1104.
- Simons-Morton, B., Greene, W. H., & Gottlieb, N. H. (1995). *Introduction to Health Education and Health Promotion*. Waveland Press.
- Anderson, L. M., et al. (2003). The effectiveness of worksite nutrition and physical activity interventions. *American Journal of Preventive Medicine*,
- Bandura, A. (2004). Health promotion by social cognitive means. *Health Education & Behavior*
- Gopalan, N., & Mohanty, S. (2021). Digital Health Promotion. *Journal of Public Health Policy*,
- Yuliasuti, N., & Subekti, H. (2019). Peran Promosi Kesehatan dalam Pengendalian PTM. *Jurnal Kesehatan Masyarakat*.
- Budiastuti, S. (2020). Pengaruh Media Sosial dalam Promosi Kesehatan. *Jurnal Media Kesehatan*, 9(1), 35–42.
- Widjaja, G. (2021). Strategi Komunikasi Perubahan Perilaku di Era Digital. *Jurnal Promosi Kesehatan Indonesia*, 16(1), 1–8.
- Supriyanto, S., & Notoatmodjo, S. (2022). *Promosi Kesehatan dan Perilaku Kesehatan*. Rineka Cipta.