54 - HEALTH PROMOTION IN THE ELDERLY: A PROPOSAL FOR PHYSICAL ACTIVITY FOR PEOPLE WITH HIGH BLOOD PRESSURE

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INTRODUCTION

This is a descriptive qualitative research on the theme Health Promotion and dignified aging without aggravations of Health for People with Hypertension, through regular practice of physical activity.

Aging Cipriani and colleagues (2010), promotes a natural way a decrease in functional capacity. This process is continuous, progressive, and irreversible nature, so that everyone will go through this stage in life. So many changes occur and wear, which vary from individual to individual.

According to Oliveira et al (2002) Arterial Hypertension (HBP) is a highly prevalent disease in our country, reaching about 50% of the elderly population. In the cases of hypertension, approximately 90% are of unknown etiology. When not caught early, can cause a number of disorders, leading to lesions in vital organs such as heart, brain and kidneys.

Health promotion is an important factor because there are ways to achieve a healthy lifestyle without using pharmacological therapies, causing other Chronic Diseases automatically be "prevented" by good lifestyle habits.

The study aims to identify how physical education professionals and the areas involved with the Promotion of Health, can help seniors with practice-oriented daily physical activities. Thus, it becomes important to consider that the multidisciplinary interaction provided to the elderly is the primary factor in health promotion, preventing and permitting a dignified life without aggravations of Health, such as hypertension, the natural aging process.

LITERATURE REVIEW

Policies Related to the Health of the Elderly

For Brazil (2003, 2006b) considers the person as to reach the elderly aged sixty years. It is estimated that the population in 2050 will reach more than two billion people in the world and, for Brazil it is expected that there will be more seniors than children up to fifteen years. It makes us realize that the world is aging. This phenomenon, for the Pan American Health Organization (BRAZIL, 2006b), is a result of changes in some health indicators, particularly the decline in fertility and mortality and increased life expectancy. Thus, it is understood as the sequential aging process, individual, cumulative, irreversible, universal, non-pathological deterioration of a mature organism itself to all members of a species, so the weather becomes less able to cope with the environmental stress and thus increase your chance of death.

Do not get old by completing sixty years. This is a natural process that occurs throughout the life of man. The prejudice against old age and the negation of society as this phenomenon collaborate for the difficulty of thinking policies and specific measures for this group. Ageing, therefore, should be with health, active way, free from any type of functional dependency, which requires health promotion and preventive measures at all ages (BRAZIL, 2006a). Along with the regularization of the Unified Health System - SUS, in 1994, Brazil is organized to meet the growing demands of an aging population. Thus, establishing the National Policy for the Elderly which aims to ensure the social rights of the elderly, creating conditions to promote their autonomy, integration and effective participation in society, not suffering discrimination of any kind.

In 2003 the President signed the Statute of the Elderly, in order that they all have fundamental rights inherent to the human person, ensuring all opportunities and facilities to preserve their physical and mental health and their moral, intellectual improvement, spiritual and social development in conditions of freedom and dignity. It is the obligation of family, community, society and the Government to ensure, with absolute priority, the realization of the right to life, health, food, education, culture, sports, leisure, work, citizenship , liberty, dignity, respect and family and community life. It is guaranteed the full attention to health, ensuring universal, equal access, without discrimination by age, race, color and permission escort in hospital, in integrated and continuous set of actions and services for the prevention, promotion, protection and recovery health, including special attention to diseases that preferentially affect the elderly. The service must be through the NHS or health plans in which this should not pay more taxes, and have rights to all the features included in your contract.

In February 2006, was published by Ordinance No. 399 / GM (BRAZIL, 2006a), the document of the Guidelines of the Health Pact which includes the Pact for Life. In this document, the health of the elderly appears as one of six priorities agreed between the three spheres of government, a series of actions aimed at implementing some of the guidelines of the National Health Care for the Elderly being presented. This publication, particularly with regard to elderly health, represents an important advance. However, much remains to be done to give the SUS effective and efficient responses to the needs and demands of health in this population. The primary purpose of the publication is to restore, maintain and promote the autonomy and independence of older individuals, directing collective and individual health measures for this purpose, in line with the principles and guidelines of the SUS (Integrated Health System).

Arterial hypertension (AH) as a Health Problem

Arterial hypertension (AH), for the Brazilian Society of Hypertension - SBH (2010) is an altered state of health, in which the blood pressure is above normal measures considered for a long period of time. This arises from the increase in contractility of smooth muscle cell layer that forms the wall of the artery. Some chemicals in the organism itself promotes the contraction of the arteries. In situations of imbalance of these substances, or modification of this muscle layer, that is increasing the pressure of blood within the vessels occurs. In general, one can define hypertension, as measured above 140 mmHg for systolic and above 90 mm Hg for diastolic pressure.

For Brazil (2010) may be primary, when the cause is not known or secondary, due to a known issue, for example, among other problems, a narrowing of the artery or a cardiac valve, adrenal gland tumors in renal tumors in the pituitary gland, compression of the renal parenchyma. Silva (2004) says that it can affect adults and children, most often, black people, the middle-aged, obese and women who use oral contraceptives. People with diabetes, gout, or kidney disease, have a high frequency of HA. The aging process is also a factor that causes the arteries become hardened and blood pressure increases, or

"uncontrolled".

It is also known, in Piccini (2012) as the "silent disease that kills", because in most cases there is no symptom or sign, so that a large proportion of hypertensive patients abandon the treatment. The elevation of blood pressure is an independent, linear and continuous for cardiovascular disease risk factor. Presents medical costs and socio-economic high, mainly due to its complications, such as the brain vascular disease, coronary artery disease, heart failure, chronic renal failure and vascular disease of the extremities.

Promoting the Health of the Elderly

The Department of Primary Care, Ministry of Health (BRAZIL, 2006b), remember that the health professional should clarify, advising the elderly on every detail of adequate nutrition, especially for those who have diabetes, hypertension or obesity. An important factor is also the nutrition information on labels, fundamental tool in choosing healthier products at the time of purchase because reading done on the labels is very important to be talking to the elderly subject, because contain information necessary to obtain nutrients properly.

Highlights that lack of exercise is one of the most important for the development of chronic diseases, when combined with poor nutrition and smoking risk factors. Thus, physical inactivity is very common, especially in older patients. Therefore, the HCP should advise them on the completion of physical activities, not forgetting to warn them for me they are conducted at times when the temperature is pleasant in places Preferences plans to prevent falls and always accompanied someone. Among others, the main benefits of this practice are the reduction in the risk of death from cardiovascular disease; improved blood pressure control; maintaining bone mineral density; improving posture, balance, control of body weight and lipid profile; better utilization of glucose; favorable correlations with reducing smoking and alcohol.

The person who ceases to be sedentary decreases by 40% the risk of death from cardiovascular diseases and when combined with a proper diet is able to reduce by 58% the risk of progression of type II diabetes, indicating that a small change in behavior can cause great improvement in health. Working in groups allows the extension of the bond between the team and the elderly, with an additional space for individual consultation, exchange of information, guidance and promoting health education, allowing you to discover the potential and, consequently, raise self-esteem. But for that health professionals must gain the trust of the elderly, using some strategies to invite you to join the group, choose the topic to be addressed, the site that will be performed and the coordination group. It is also necessary to remember that the choice of topic should be diversified, because often only speaks of Diabetes or Hypertension and other matters of interest and importance to them are forgotten.

METHODOLOGY OF THE STUDY

Initially, research was done with bibliographic information taken from books, websites, articles on the topic available on the Internet data. In the second phase of field research, which has quantitative and qualitative, for descriptive purposes was conducted. The universe has chosen an Academy of Bodybuilding and Body Practices Project of the Third Age, Rio de Janeiro, located in the neighborhoods of Nilópolis and Bonsucesso and a sample of thirty students from both the above conditions, being fifteen female and fifteen male with ages ranging from fifty to eighty. The data from this study were collected through a questionnaire previously validated Quality of Life (SF-36, 2010), with open and closed questions. Sought also detect through Joint Association of Ideas, what seniors think about those thirty words carry Hypertension, Health, Physical Activity and Quality of Life. This technique is advocated by Cunha (2012) and seeks to identify concepts of the social imaginary of these actors from the first three words that come to memory.

DATA ANALYSIS

According to the results of field research through the questionnaire, were collected with the elderly participants and their many diverse opinions that have resulted in a more detailed analysis from their answers.

Hypertension	
Quoted words	Number
Chronic Diseases	30
Being Evil	20
Balanced Nutrition	20
Insomnia	15
Lack of Prevention	14
PHYSICAL ACTIVITY	12

HEALTH	
Quoted Words	Number
DISEASE PREVENTION	30
LAYOUT	25
WELFARE	20
QUALITY OF LIFE	18
Life	18
Rest	5
Eat	3
Absence of Disease	3

PHYSICAL ACTIVITY	
Quoted words	Number
HEALTH	30
DISPOSAL	25
WELFARE	20
Exercise	15
Dance	8

QUALITY OF LIFE	
Quoted words	Number
HEALTH	30
WELFARE	20
Good Food	20
Fitness	15
DISEASE PREVENTION	14
PHYSICAL ACTIVITY	12

It is interesting to perceive them as the respondents can make an analogy between words carry Hypertension, Health, Physical Activity and Quality of Life. This becomes evident when analyzing-what were their responses when asked about such matters. It was found that the words Health, Disease Prevention, Physical Activity, Disposition, Wellness, Quality of Life were repeated several times.

In general, your health is:	
Excelente	8
Very Good	5
Good	17

Compared one year ago, your health is:	
Much Better	8
A Little Better	17
Almost the Same	5

According to their health, has difficulties in daily physical activities and homemade?	
Yes, a lot of difficulty	5
Yes, a bit of difficulty	10
without difficulty	15

Physical interference Health / problems emotional activities in social norms	
In any way	10
lightly	10
Moderately	10

Have you had pain in the body?	
No	20
Very Light	10

The pain interfered with their activities indoors?	
Somehow	18
A little	5
Moderately	7

The thirty participants in this study answered no when asked if during the past four weeks had difficulties at work or regular activity because of your physical health or because of some emotional problem. And yet on how long the physical health or emotional problems interfered with your social activities.

True or false as is each of these statements for you?

	Definitely True	Most often true	Do not know	Most often false	Definitely False
a) I tend to get sick a little easier than other people				**20**	**10**
b) I am as healthy as anybody I know	**25**	**5**			
c) I think my health to get worse		**5**	**5**	**20**	
d) My health is excellent		**15**	**15**		

For each question below, please give the one answer that comes closest to the way you feel in relation to the last 4 weeks.

	Always	Most of the time	Much of the time	Sometimes	Seldom	Never
a) How long did you feel full of vigor, strength, and excited?	20	6	4			
b) How long do you feel nervous?				25	5	
c) How long will it feel so depressed that nothing could cheer you up?						30
d) How long do you feel calm or quiet?			30			
e) How long do you feel full of energy?		30				
f) How long do you feel discouraged or dejected?						30
g) How long do you feel exhausted?					30	
h) How long do you feel a happy person?	30					
i) How long do you feel tired?				30		

FINAL CONSIDERATIONS

After analysis of the data obtained through field research, it was observed that the elderly of today are presented with more force and also being able to perform both daily physical activities such as housework, and many have yet their fixed jobs. It was also observed that despite being so active they still suffer prejudice from society and young people they are "old" by. And so the young will forget that one day they will be in that place of the elderly and will thus require respects the new generations.

In this research work can be demonstrated that the elderly have to be closely monitored and well, both in physical activities such as day-to-day. They have health and therefore seek an improvement in their quality of life through exercise, proper nutrition, medical care, a good personal relationship. Seen this way, through the questionnaire was clear that seniors are aware of the issues of Health care in the public service, among others.

It has been confirmed that it is necessary to invest in new alternatives to meet this range of seniors who like to Physical Activity and have no professional follow-up so they can achieve the increase and improvement of their quality of life. This concern is justified, because it is clear that there are very few projects and a few places that cover seniors like in their development processes intended audience.

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HEALTH PROMOTION IN THE ELDERLY: A PROPOSAL FOR PHYSICAL ACTIVITY FOR PEOPLE WITH HIGH BLOOD PRESSURE

ABSTRACT

This article is top priority to identify how physical education professionals and the areas involved with the Promotion of Health, can help seniors with Hypertension through practice-oriented Daily Physical Activity. These can be effective and bring a large benefit to health, obtaining an exponential increase in your quality of life from the moment that they happen to be supporters of frequent activities in your day-to-day. With this, members of the third age attain even greater longevity and may even enjoy the pleasures of life, and a way to prevent chronic diseases effectively, through the exertion itself. The research was conducted with thirty elderly practicing Physical Fitness and Activities in Social Projects of bodily practices to seniors through the Quality of Life questionnaire (SF-36, 2010). And he sought also detect through Association of Ideas Common, what these seniors think about inducing words. This technique is advocated by Cunha (2012) and seeks to identify concepts of the social imaginary of these actors from the first three words that come to memory. It is interesting to perceive themselves as the elderly can make an analogy between words carry Hypertension, Health, Physical Activity and Quality of Life. This becomes evident when analyzing-what were their responses when asked about such matters. It was found that the words Health, Disease Prevention, Provision, Wellness, Quality of Life were repeated several times.

KEYWORDS: Elderly. Physical Activity. Hypertension.

PROMOTION DE LA SANTÉ DES PERSONNES ÂGÉES: UNE PROPOSITION D'ACTIVITÉ PHYSIQUE POUR LES PERSONNES ATTEINTES D'HYPERTENSION ARTÉRIELLE

RÉSUMÉ

Le but de ce texte est identifier de quelle façon l'éducation physique et les professionnels appartenant aux domaines de la Promotion de la Santé peuvent aider les personnes âgées qui souffrent d'effets de l'hypertension en stimulant la pratique régulière d'une activité physique assistée. Celle-ci peut être efficace et apporter un grand bénéfice pour la santé à travers de l'obtention d'une augmentation exponentielle de la Qualité de Vie, dès le moment où ils deviennent partisans de activités régulières dans la vie quotidienne. De ce fait, les personnes du troisième âge atteignent une bonne longévité et peuvent quand même profiter des plaisirs de la vie en prévenant les maladies chroniques efficacement par l'effort lui-même. La recherche a suivi trente personnes âgées qui sont dediés aux activités physiques à les salles de gym et dans de projets sociaux de pratiques corporelles avec l'aide d'un questionnaire de qualité de vie (SF-36, 2010). En outre cette recherche a remarqué ce que les personnes âgées pensent des mots d'impulsion à travers de l'association des idées. Cette technique est préconisée par Cunha (2012) et elle a pour but identifier les concepts de l'imaginaire social de ces acteurs en ce qui concerne les trois premiers mots qui viennent à la mémoire. Il est intéressant observer comme les personnes âgées sont capables de faire une analogie entre les mots tels que l'hypertension, la santé, l'activité physique et la qualité de vie. Celui-là devient évident lorsqu'on analyse leurs réponses lorsqu'on les interroge sur ces questions. Il a été constaté que les mots de la santé, la prévention des maladies, la fourniture, de bien-être, la qualité de vie ont été répétées plusieurs fois.

MOTS-CLÉS: La troisième âge. L'activité physique. L'hypertension

PROMOCIÓN DE LA SALUD EN LA VEJEZ: UNA PROPUESTA DE ACTIVIDAD FÍSICA PARA PERSONAS CON HIPERTENSIÓN

RESUMEN

Este artículo tiene como principal prioridad identificar cómo Educación Física y profesionales de las áreas involucradas con la promoción de la Salud, puede ayudar a las personas de edad avanzada con hipertensión arterial a través de la práctica de actividad física diaria. Con esto, los miembros de la tercera edad, llegar a una longevidad aún más, y puede disfrutar aún más de los placeres de la vida, con una forma de prevenir las enfermedades crónicas con eficacia a través de su propio esfuerzo físico. La investigación se realizó con 30 personas de la tercera edad que practican actividades físicas en las academias y en la realización de proyectos sociales de las prácticas corporales para tercera edad, a través del cuestionario de Calidad de Vida (SF-36, 2010). Y él buscó, además, detectar, mediante la asociación de las ideas, que los ancianos piense en las palabras. Esta técnica es defendido por Cunha (2012) y tiene por objeto identificar los conceptos de imaginario social de los actores en las tres primeras palabras que vienen a la mente. Es interesante notar cómo las personas de edad avanzada puede hacer analogía entre las palabras inducir Hipertensión, salud, Actividad Física y Calidad de vida. Esto es evidente cuando se examina lo que fueron sus respuestas cuando se le preguntó acerca de estas cuestiones. Se descubrió que las palabras Salud, Prevención de Enfermedades, la Prévention, el bienestar, la Calidad de la Vida se repite varias veces.

PALABRAS CLAVE: Tercera Edad. Actividad Física. Hipertensión.

PROMOÇÃO DA SAÚDE NA TERCEIRA IDADE: UMA PROPOSTA DE ATIVIDADE FÍSICA PARA PESSOAS COM HIPERTENSÃO ARTERIAL

RESUMO

Esse artigo tem como prioridade principal identificar como a Educação Física e os profissionais das áreas envolvidas com a Promoção da Saúde, podem ajudar idosos com Hipertensão Arterial através da prática de Atividades Físicas diárias orientadas. Essas podem ser eficazes e trazerem um amplo benefício à Saúde, obtendo um aumento exponencial em sua Qualidade de Vida a partir do momento em que os mesmos venham a ser adeptos de atividades frequentes em seu dia-a-dia. Com isso, os membros da terceira idade, alcançam uma longevidade ainda maior, podendo desfrutar ainda mais dos prazeres da vida, tendo uma forma de prevenir Doenças Crônicas de forma eficaz, através do próprio esforço físico. A pesquisa foi realizada com trinta idosos que praticam Atividades Físicas em Academias e Projetos Sociais de práticas corporais para terceira idade, através do questionário sobre Qualidade de Vida (SF-36, 2010). E buscou, também, detectar, através de Associação Comum de Ideias, o que esses idosos pensam sobre as palavras indutoras. Essa técnica é defendida por Cunha (2012) e visa identificar conceitos do imaginário social desses atores a partir das três primeiras palavras que vem a lembrança. É interessante perceber-se como os idosos conseguem fazer analogia entre as palavras indutoras Hipertensão Arterial, Saúde, Atividade Física e Qualidade de Vida. Isso fica evidente ao analisarem-se quais foram suas respostas quando questionados sobre tais assuntos. Verificou-se que as palavras Saúde, Prevenção de Doenças, Disposição, Bem Estar, Qualidade de Vida se repetiram várias vezes.

PALAVRAS-CHAVE: Terceira Idade. Atividade Física. Hipertensão Arterial.