

## عنوان مقاله:

Sharing the power through promoting heart health literacy: A participatory action research in Iran

## محل انتشار:

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## خلاصه مقاله:

**BACKGROUND:** Low health literacy can act as a barrier to effective disease self-management. The study aimed to promote heart health literacy in Iranian society. **METHODS:** This study was conducted as a participatory action research (PAR) based on Zuber-Skerritt Model to design and implement a program for promoting heart health literacy in Iranian society. Participants were selected among adults with heart diseases and their family members, as well as their health care providers in Chamran Hospital, Isfahan Heart Friends association and researchers, and Isfahan Cardiovascular Research Institute, Isfahan, Iran. Data collection was conducted using interviews. Content analysis was used to analyze the data to promote heart health literacy. Promoting of heart health literacy was implemented in

different levels in Isfahan from March ۲۰۱۷ to October ۲۰۱۷. The effect of the program was evaluated based on interviews, feedback, and focus groups at the individual level. RESULTS: Finally, at the World Heart Week, a healthy heart campaign was formed with the slogan "Share the power". At the end of this program, participants experienced significant empowerment during the project to promote heart health literacy. The three main themes indicating this feeling of empowerment were "Being worried about the hearts of others", "Sensitization to the care of the heart", and "General understanding of heart health". CONCLUSION: PAR can be an effective way to promote heart health literacy in Iranian society. It integrates the voices of the marginalized group promoting heart health literacy in Iranian society.

### کلمات کلیدی:

Heart, Health Literacy, Action Research, Iran

### لینک ثابت مقاله در پایگاه سیویلیکا:

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