

INVESTING IN HEALTH PROMOTION AND FITNESS/ PHYSICAL ACTIVITY: BEDROCK FOR NATIONAL DEVELOPMENT IN THE 21ST CENTURY

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Introduction

It is important to understand that as a living being it is your duty to stay physically fit and healthy. You might also think that being fit and being healthy are the same thing. They are not the same. Being healthy is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity (World Health Organization WHO, 1946), while being physically fit is the ability to function effectively in physical work, training, and other activities and still have enough energy left over to handle emergencies which may arise. By implication you can see that you could be physically fit, but not healthy. Being physically fit and healthy is, therefore, the ultimate goal of living so as to ensure your mission on earth, which is, staying alive, being productive and contributing to national development. Keep this in mind as we discuss this paper so that you are able to maximize your performance of whatever you do as well as to be healthy so as to live a long, productive life with minimal injuries and sickness and diseases.

For you to stay alive, be productive and live a long productive life you need to make some sacrifices or take some form of risks. This is the same thing as saying that for you to succeed in business of any sort you must invest in it. You need to invest so many things - time, money, effort, energy and other material resources. This means that you can only contribute to national development by making some investment. Hence, one who makes this investment can rightly be regarded as entrepreneur while the business you invest in is an enterprise. Enterprise refers to a company or business, a large project, the development of a business by people of a country, or the ability to think of new project and make them successful. An enterprise can consist of one business or activity or a cluster of activities. Derived from the word enterprise,

the word entrepreneurship denotes the creation of some combination of activities that did not exist before, and is often equated with small business ownership and management. It is also regarded as a management and leadership style that involves pursuing opportunities without regard to resources currently controlled. An enterprise may also denote an attempt at new business organization or the expansion of an existing business, by an individual, a team, or an established business. It is also regarded as a way of life, not just an academic discipline. It denotes the creation of some combination of activity or activities that did not previously exist. Entrepreneurship is also regarded as vibrant assemblage of facts and activities or measures that can be developed by changing the outlook or ideas converted into action through an organized and systematic programme by people usually called entrepreneurs.

The word entrepreneur is derived from a French word *Entrepreneur* meaning to undertake. The entrepreneur is one who undertakes to organize, manage and assume the risks of a business (Okpakpakara, 2011). The author further maintained that entrepreneur is an innovator or a developer who recognizes and sizes opportunities, converts those opportunities into workable marketable ideas that adds value through time, effort, money, skills; assumes the risk of the

competitive marketplace to implement these ideas, and realizes the reward or benefits from these efforts.

So far, we have used three important but related words: Enterprise, entrepreneurship and entrepreneur. Enterprise refers to an activity or project or a cluster of activities systematically organized and arranged such that it can bring about value and profit or benefit. Value and benefit can be in the form of materials (money) and health (asset). This implies that being healthy and physically fit is valuable as well as being an asset. The person who carries out the organization and arrangement of facts and ideas can apply be referred to as entrepreneur (innovator or developer), while entrepreneurship refers to the whole range of activities that can bring about value and benefits. The questions that are pertinent to be asked and answered at this point are:

1. Does it mean that there are activities that can be systematically arranged and organized to bring about value and profit or benefits in health and fitness or physical activity?
2. Can the health educator or physical educator organize these activities and arrange them in a systematic and logical manner to bring about benefits and value?
3. What such activities can be organized?
4. How can such activities be organized

and arranged?

5. Who could be the possible beneficiaries from such activities or projects?
6. What are the values and benefits that can be derived from such organization or projects
7. What are the settings for such activities
8. In what ways can these projects or business contribute to National development?
9. How would such values and benefits contribute to productivity and national development?
10. What are the ways forward to make health and physical education a way of life not-just an academic discipline?

Concept of Health Promotion and Health Education

Health promotion is regarded as a social and political strategy to provide a wide range of options which can lead to the goal of health for all. It is a strategy which is closely related to the condition of individuals being responsible for their own health but beyond this, it calls for political and social support. Payne and Hahn (1997) regard health promotion as a movement in which knowledge, practices or skills, and values are transmitted to people for their use to lengthen lives, reduce the incidence of illness, and enhance better living. Here, health promoters promise that if one believes, accepts scientific

opinion regarding health and adopts health enhancing practices, one will become a healthy person.

Health promotion is also defined as the process of enabling people to increase control over their health and its determinants, and thereby improve their health (Ottawa, 1986). This implies that the responsibility for improved or good health is in the hands of the people themselves. It also means that individuals can modify all the factors (both political, social physical, cultural, biological) and policy factors to guarantee good health. This may be why the OHawa Charter further delineates health promotion as consisting of the following elements:

- (1) Development and health public policy
- (2) Creation of supportive environment and strengthening community actions and
- (3) Development of personal skills and orientations of health services.

One of the vehicles for health promotion is health education. This is so because for individuals to benefit from health promotion they need information (knowledge), desirable or positive attitude change and skills. These are usually achieved through education (teaching) and practice. Health education is a programme of training and a study designed to equip people, at whatever level, with the knowledge (information) attitudes, habits, skills such that when applied enable people to enjoy sound health during the performance

of daily activities. It is not just a body of knowledge studied in the school but that which through education of individuals at personal, family, community and national levels transform or change or affect behaviour positively. Health education is a teaching process and performance process. It is a programme for people by the people and for the people. This means that health education is not just for a specialized group of people. Perhaps, this is why we have school health education and community health education.

Dh aar and Robbani (2006) give the definitions of health education as follows:

1. Health education is a process of imparting knowledge, correcting attitudes and promoting desirable practices in individuals to induce a healthful behaviour change in them.
2. Health education is a process of providing information, motivation and guidance to individuals for the achievement of individual and community health.
3. Health education is a process that encourages individuals to aspire for health, to learn how to remain healthy and to learn how to help in restoring health in the event of a departure from health.

The three definitions above emphasize behaviour change, activities for health education and importance of community

participation in health respectively. This means health education is a vehicle for acquiring knowledge (information), attitude and behaviour change. It is, therefore, a means through which health and physical educator can use to equipment people for better living.

Physical Fitness

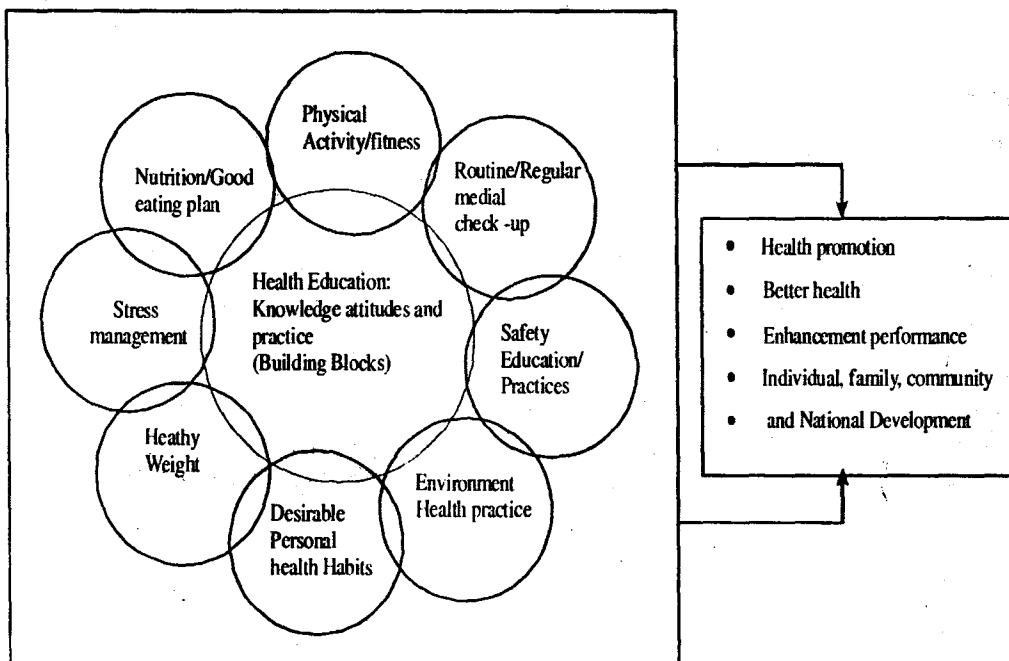
Physical fitness which is a very important aspect of physical education or physical activity means that the various systems of the body are healthy and function efficiently so as to enable the fit person m engage in activities of daily living, as well as recreational pursuits and leisure activities without a reasonable fatigue (Prentice, 1997). This implies physical development, muscular strength, stamina, and efficient performance in exercises and work, and reasonable measure of motor skill in the performance of selected physical activities. Exercise is a subset of physical activity that is planned, structures and repeated, and has as its objective the improvement of physical fitness. The terms exercise and physical activities will be used interchangeably. Let us note that there are two categories of fitness: Health - related versus skill related components of physical fitness. The health-related fitness components concern the development of the qualities necessary to function efficiently and maintain a healthy lifestyle. The components include muscular strength, muscular endurance, cardio

aspiratory endurance, flexibility and body composition. Motor skill-related fitness include qualities such as strength, power, balance, agility, reaction time, coordination, and speed that are conducive to better performance in sports and other physical activity. Both categories of fitness overlap and each is needed to implement the other.

Physical fitness is not entirely dependent on exercise. Desirable health practices also affect physical fitness, while physical fitness affect the total person including the intellect, emotional stability, and physical condition and stress levels. We can achieve physical fitness when we have proper medical care; consume the right kind of foods in the right amounts, practice good oral hygiene, appropriate physical activity that is adapted to individual needs and physical limitations, undertake satisfying work and study, healthy play and recreation and proper amount of rest, sleep and recreation.

Components of Health Promotion and Fitness Activities for Investment

Many health promotion and physical fitness activities abound. Therefore, advantage should be taken of each components or a combination of them. They should not be limited to one or a few. A number of them are discussed in this section.



Schematic Representation of the Components of Health Promotion and Fitness Activities

1. Regular Physical Fitness Activities/ Exercises

Regular physical exercise is an aspect of healthy lifestyle practices. Exercise helps in management of chronic diseases e.g. diabetes. Rizza, Go, McMahon and Harrison (2002) asserted that with exercise some people with type 2 diabetes may reduce or eliminate their need for insulin or oral diabetes medication. According to them, studies have shown that those at high risk for diabetes who exercise have a 50 per cent lower incidence of type 2 diabetes. As explained by them, exercise helps to control weight, makes cells more sensitive to insulin, increases blood flow and improves circulation in even the smallest blood vessels, and can affect blood sugar levels up to 24 hours. Chamberlain and Demouy (2002) maintained that the exercises most likely to control diabetes are aerobic exercises. They explained that any exercise that gets the heart beating and makes use of a larger portion of muscles in the legs and arms should be indulged in by diabetic patients. Such activities could include walking, jogging, dancing, bicycling and water aerobics. Nicholas (1999) recommended that for the purpose of control and prevention of diabetes the individuals should be made to choose sports or activities that they enjoy doing regularly. These can also include recreational and domestic activities such as sweeping, dusting, washing, gardening and fetching of

water. Even some weight training exercises could also be chosen. Before commencing any exercise programme, it is important that the patient consults a physician who will conduct a thorough physical examination because of some of the risks of this disease. (Awopetu, 2000; Okuneye, 2002), Nicholas (1999) opined that exercise duration that is as short as 10 minutes is good, but one should endeavour to exercise up to 20 - 30 minutes per day. DiNubile (1999) also recommended 20 to 60 minutes of exercise per day. The frequency of exercise as recommended by Nicholas (1999) should be daily, otherwise, it must not be less than three times per week. Some other studies recommended three to four times per week (Mercola 2000; Mullen, 2000).

2. Adequate Nutrition/Good Eating Plan.

Adequate nutritional practices according to Okafor (2009), means good eating habits that have a substantial impact on health and quality of human life, adding that five of the ten leading causes of death such as adult onset of diabetes, cancer, stroke, coronary heart disease, and kidney diseases are nutrition related. Goldstein (1992) observed that eating a healthy diet is an aspect of healthy lifestyle practices that improves health and quality of life as one gets older. He advised people to use dietary guidelines to determine the calories they need

and the food groups to be focused. Adequate nutritional practices involve eating food rich in vitamins, minerals, protein; eating of moderate carbohydrate, less fat, much fruits and vegetables which can reduce the risk of diabetes, heart disease, obesity and other related diseases. International Diabetes Association (2009) asserts that a well-balanced healthy-eating plan is the cornerstone of good blood sugar control for all people with diabetes, adding that it can help one to maintain good body weight. Rizza, Go, McMahon and Harrison (2002) explained that the body needs more than 40 nutrients and other substances for good health. They added that eating a wide variety of foods each day will help to achieve balanced nutrients that ensure good health. For instance, diet rich in whole grains, vitamins, mineral, fibres, low salt, low saturated fat, are beneficial to health. Some of the food and nutritional practices that can enhance individual and community health are listed below

- Purchase food items judiciously
- Eating varied and balanced diet.
- Wash hands before food preparation
- Wash vegetables and fruits regularly before consumptions
- Develop good cooking skills
- Preserve each kind of food
- Develop good table etiquette
- Avoid food waste
- Participate in home and school gardening

3. Stress Reduction/Management Techniques

Stress, according to Okafor (2009), is experienced by all people regardless of culture, and influences the development of illnesses such as diabetes, cancer, cardiovascular disease, and eating disorders. He further observed that inability to control stress effectively is linked to increased incidence of violence, Olabisi (2004) added that stress raises blood sugar level which is a risk factor to diabetes. Excellent Diet (2006) suggested ways to reduce stress to include: listening to soothing music, trying to divert attention if stressed, avoiding overreacting to situation, handling issues with confidence. Eleanor (2002) explained that reduction of stress and anxiety help to strengthen immune system and decrease susceptibility to diseases. There are so many sources of stress. The sources notwithstanding, the following desirables practices can be used to prevent, overcome and control stress.

How to Overcome Stress

Take care of your social interactions: through kindness or modest humanitarian contribution, help somebody known or unknown. Their response can benefit you as well. Overcoming stress means tackling the various dimensions of existence: physical, mental and spiritual. Follow the following counsel below;

Mental dimension

- Forbid adverse thoughts
- Chose positive thoughts or neutral topics and motives of thoughts
- Use constructive worries
- Reject irrational beliefs

Physical dimension

- Physical exercise is the best remedy to fight stress
- Relaxation is another good remedy, set aside half an hour every day to lie down (not to sleep) testing muscles one by one, inserting moments of relaxation between each tension,
- Take adequate diet.
- Occasional deep breathing is also useful to fight stress: breathe deeply pressing the belly (not thorax), and hold the air for a few second before breathing out.

Spiritual dimension

- Peace of mind is incompatible with stress. A clear conscience and serene mind may be attained through faith and prayer. Jesus said to his disciples "come with me by yourselves to a quiet place and get some rest".
- His method consisted of get up very early, while it is still dark, and going to the wilderness to pray.
- Meditate and pray for about 15 to 20 minutes, thanking him for his message

and asking him for strength to face the burdens produced by stress.

Ways to control stress

Stress can be control in the following ways.

- **Take regular breaks:** A short rest period during the day will help to relieve pressure and refresh your mind after a session of concentrated mental or physical effort, or if you have become frustrated with a project.
- **Plan each day:** Listing what you need to accomplish in order of priority, setting realistic goals, saying no to unacceptable or impractical deadlines and finishing one task before you move on to the next can help you feel in control.
- **Be realistic:** Try not to take on too much. Sometimes, to relieve a tight schedule, you may need to change ideas or arrangements; do not feel guilty about doing so.
- **Take care of your social life:** It is important to develop interests outside your career or family. Do not always neglect friends in favour of work or family commitments.
- **See your doctor:** If the stress in your life has become intolerable or is causing physical symptoms or depression, counselling may help make your lifestyle less stressful.

- **Exercise regularly:** Physical activity reduces tension, helps you sleep better, releases pent-up emotions, and takes your mind off your worries. Choose an activity just for the enjoyment, not to satisfy a competitive desire to win.
- **Relax:** This will relieve warning signs of stress such as headaches, muscle pains, or difficulty sleeping. Progressive muscle relaxation, meditation, and yoga are all good ways to help you keep these symptoms of stress at bay.
- **Talk about your problems:** Your partner, a friend, or a family member may be able to help you find a solution, but even if not, just discussing your feelings can often help.
- **Take holidays of short breaks to unwind:** It is better to get away from home if you would otherwise begin stressful home activities, like spring-cleaning or redecorating.
- **Avoid making too many changes at once:** Major events that require you to change the way you live are easier to deal with if they do not happen close together

4. **Healthy Weight**

To maintain healthy weight means keeping one's body weight at a healthy level and to achieve this, exercise and a healthy diet are very important (UPMC, 2008). Rizza,

Go, McMahon and Harrison (2002) asserted that people's habit can help in maintaining a desirable body weight, or hamper the effort to lose weight, or even cause one to gain more weight. They added that, the type and amounts of food eating and the exercise performed will determine whether one will gain, lose, or maintain weight. By implication these authors maintain that any weight loss programme should consist of three main components: nutrition, exercise and behaviour modification. According to them, a good weight management programme should consider the following: consulting a physician if there is problem in the weight management process, enlisting the help of dietician in designing nutrition plan, and exercise trainer on how to start a safe exercise programme, ensuring slow and steady weight loss (for example 1 to 2 pound per week may be a good start) and ensuring that the programme would help improve lifelong eating and exercise habits.

According to UPMC, (2008), body fat and body mass measurement are used to determine whether an individual is overweight or underweight. They pointed out that the recommended amount of body fat differs for men and women. The average American woman has approximately 22-25 per cent body fat, so-a woman with more than 30 per cent is considered obese. For men, the recommended amount of body fat is 13-17

per cent, the average American man has approximately 12-19 per cent body fat and a man with 25 percent fat or higher is considered obese. Body Mass Index (BMI), which is defined as weight in kilograms divided by height in meters (kg/m^2) is used for determining the body fat and it takes into consideration both height and weight. BMI helps to determine one's risk of having certain diseases such as diabetes and hypertension.

Weight Management Techniques

Weight loss occurs when energy taken into the body is less than that demanded by the body for physiological maintenance and voluntary activity. Maintenance of body weight involves the establishment of equilibrium between energy intake and energy expenditure. A number of approaches to weight management have been suggested by (Payne and Hahn, 1986).

Balanced Diets Supported by Protein Control

For nutritional health, the most logical approach to weight loss and subsequent management of that loss is to establish a nutritionally sound balanced diet that controls protein. Nutritionists and physicians who are knowledgeable in diet management best undertake this approach.

Alternative Diet (Unbalanced)

Weight loss is often approached through a variety of dieting programmes that reputable nutritionists view with suspicion. Particularly important programme, has been the high-protein, low-carbohydrate diet.

Low-Calorie Foods and Controlled Serving Sizes

By lowering the carbohydrate content by using non-nutritive sweeteners or reducing the fat content of the original formulations manufacturers have produced "Lite" versions of a wide variety of food products. Low calorie food portion valuable aids to the dieter who desires a moderate, comfortable approach to weight loss.

Controlling Fasting

In extreme case of obesity, some patients are placed on a complete fast in a hospital setting. The patient is maintained only on water, electrolytes, and vitamins. Weight loss is achieved, because the body is quickly forced to begin catabolizing fat and muscle tissue. Complete fasting is such an extreme approach to weight loss that must be done in an institutional (hospital) setting so that the patient can be monitored. In

this case, sodium, a negative nitrogen balance, and potassium loss are particular concerns. Unsupervised short term fasting can be dangerous and is not generally recommended.

Self-help weight Reduction Programmes

These programmes offer reasonable, effective, non-instructional approach to weight loss for people who cannot or who will not participate in an activity programme.

Physical Intervention

Appetite suppressants

Pills, capsules, and candy can be purchased that produce short-term elevation in the body's blood glucose level. When the hypothalamus senses are elevated, glucose level, the satiety is triggered, causing the appetite to decrease. These over-the-counter drugs are relatively harmless. These over-the-

Surgical measures

Gastric resection and gastroplasty (stomach slating) are surgical procedures for producing weight loss. Gastric resection involves a major operation in which the small intestine is bypassed in an attempt to decrease the body's ability to absorb nutrients. This may have side effects (such as diarrhoea and liver damage). Gastroplasty is a surgical procedure that appears to be less dangerous than intestinal bypass operation. During this operation about half of the stomach is sealed off. On completion of this procedure, the reduced capacity of the stomach decreases the amount of food that can be processed at any one time.

Liposuction

This involves a physician inserting a small tube through the skin and a vacuum machine literally sucking away lipid cells.

Acupuncture

This procedure is used in treating

managing obesity by physical and dietary alteration approaches have been considered. Persons who are interested in weight loss have tried several additional approaches. Some of them include behaviour modification and hypnosis.

This is a situation whereby learned behaviour can be “unlearned”. For instance, if people have learned to eat in an inappropriate manner and as a result have difficulty maintaining their weight, then that pattern can be replaced by some more sensible pattern. Behaviour modification approach to weight loss involves teaching the individual to:

- Recognize the environmental factors associated with faulty eating pattern;
 - Identify the reward system that accompanies that pattern
 - Establish a new environment in which to develop new dietary pattern;
 - Institute a new system to support the newly adopted dietary pattern.
- Exercise increases body metabolism: Exercise increases the rate at which one burns calories. Extra calories are needed for activity. Over fat people will actually burn more calories for any given activity than their leaner counterparts.
 - Exercise may lower one’s set point. Proponents of the set point theory of obesity believe that exercise may be the healthiest and natural way to lower the thermostat in the body that dictates the amount of fat one’s body carries.
 - Exercise decreases loss of muscle tissue. Fat breakdown in the body is enhanced for supplying energy and there is increase in the rate of build-up in the skeletal muscles.
 - Exercise suppresses appetite. Many people mistakenly believe that they should not exercise when they diet because it will increase their appetite and their food intake. Most research

- Exercise may lower the risk of obesity. Several of the beneficial effects of exercise have been shown to occur when weight loss does not accompany the exercise programme. Blood lipids, such as triglycerides and high-density lipoprotein cholesterol, change favorably even without weight loss, as do plasma insulin levels. In addition exercise has been shown to lower blood pressure levels, especially in those who had high blood pressure before beginning a regular exercise programme. Exercise of an aerobic nature will also increase cardiovascular functioning in general.

practices, and as such defines it as all the desirable practices that are adopted by individuals to promote reproductive and sexual health and prevent undesirable health consequences that are capable of jeopardizing the reproductive health of individuals. Such practices are outlined below

- Ensuring that all women receive prenatal care, safe delivery, essential obstetric care, prenatal care and neonatal care, postnatal care and breast feeding
- Utilizing family planning information and services to avoid unwanted pregnancy including contraceptive methods
- Prevention and management of infertility and sexual dysfunction in

- Practices capable of eliminating or reducing non-infectious conditions of the reproductive system.
- Clearing of our surrounding.
- Protecting our homes/rooms from mosquitoes, rodents and pests.

6. Environmental Health Practices

Environment is sometimes referred to as surrounding, and it is external to an individual. It consists of physical, biological, social and cultural aspects. In the environment, there are a wide range of observable and tangible things around people. They are capable of influencing health of individuals. Some activities capable of ensuring good health of the people in the environments are as follows:

- Sweeping houses and schools and offices.
- Performing simple methods of

7. Desirable Personal Health Practices

Personal health practices refer to those actions or measures an individual adopts or takes to protect, maintain and promote his or her health. They are things that must be done on a regular basis for sound health to be guaranteed. There are several desirable practices that can be taken to enhance personal health. Some of them are listed below.

- Covering the mouth and nose while sneezing
- Brushing and washing the mouth at least twice a day.

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5. Sexual and Reproductive Health Practices

Reproductive health is a state of complete physical, mental, and social well being and not merely the absence of diseases or infirmity in all matters related to the reproductive system and its function and process (WHO, 1994). Vaughan and Abouzar (2000) refer to reproductive health as the aspect of health concerned with preventing and treating reproductive diseases and also about supporting moral function such as pregnancy and childbirth. This paper prefers to deal with reproductive health

practices, and as such defines it as all the desirable practices that are adopted by individuals to promote reproductive and sexual health and prevent undesirable health consequences that are capable of jeopardizing the reproductive health of individuals. Such practices are outlined below

- Ensuring that all women receive prenatal care, safe delivery, essential obstetric care, prenatal care and neonatal care, postnatal care and breast feeding
- Utilizing family planning information and services to avoid unwanted pregnancy including contraceptive methods
- Prevention and management of infertility and sexual dysfunction in both man and woman.
- Prevention and management of sexually transmitted infections including HIV and AIDS
- Promotion of healthy sexual maturation as from adolescent throughout life time and gender equality
- Elimination of harmful practices against women. These include female genital mutilation, son preference, early marriage and early pregnancy, violence against women, widowhood practices, wife battery, child abuse, and wife inheritance.

- Practices capable of eliminating or reducing non-infectious conditions of the reproductive system.

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- Sweeping houses and schools and offices.
- Performing simple methods of purification of water before drinking.
- Safe guarding or preserving community water sources from contamination and pollution.
- Proper collection, storage, and disposed of refuse from homes and communities,
- Employing of drains.
- Avoiding disposing of refuse in gutters.
- Planting trees to preserve the natural environment.
- Washing of cooking and eating utensils.
- Proper storing and preserving of cooked and uncooked foods.

- Clearing of our surrounding.
- Protecting our homes/rooms from mosquitoes, rodents and pests.

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- Covering the mouth and nose while sneezing
- Brushing and washing the mouth at least twice a day.
- Eating a balance diet
- Participating in regular physical exercise
- Washing and ironing your dress
- Taking salt with moderation
- Reducing the quantity of sugar intake
- Seeking prompt medical attention
- Regularly washing clothes and hair.
- Cutting finger and toe nails often.
- Regularly shaving hair around armpit, public region and force.
- Washing under wears regularly.
- Changing sanitary pads as at when due.
- Avoid nose picking.

8. Safety Practices

Safety is freedom from danger (Samuel, 2006) while Ene (2004) defined it as an attempt to minimize the risk of injury, illness or property damage from hazards to which one may be exposed. Safety is not restricted to only the young or the uneducated. It is an activity for which everybody must undertake. Some of such practices are listed below:

- Use of seat belts.
- Keeping drugs out of reach of children.
- Mop floor, dry it and tidy the house.
- Arrange household properly.
- Switch off electrical appliances each time they are not in use.
- Ensure that phones are not in use when starting refueling engines.
- Avoid playing along stair cases.
- Use walk ways properly.
- Use personal protective devices where necessary.
- Label hazardous substances.
- Use zebra crossing.
- Use helmet, head gear properly while biking.
- Wear appropriate sport outfit before performing physical activity.
- Participate in sports devoid of ergonomic aids.

9. Consumer Health Practices

Consumerism is the idea or belief that the buying and selling of products is the most important or useful activity for an individual or society. This involves action to protect people from unfair prices and advertising that are not true. Consumerism confers the idea of taking substances such as food and drugs, choosing wearing products such as eyeglasses and dresses, household appliance, or the reading of health information. Consumer health education is an aspect of education, which is aimed at educating people on consumer information, attitude and skills to become a competent or skilled consumer. Consumer education involves asking questions and subsequently making decisions, which are both political and personal, and it involves such specifics as defining the problem, determining their effects on values and standard, seeking information about alternatives, choosing, evaluating and revising all major decisions. The ultimate objective of consumer education is to equip the individual with the information or knowledge and skills to become a competent and a wise consumer (Ukpore, 2006). A consumer is anybody who purchases goods and services (Merki, 1990). Some of the things a consumer buys or pays for include health products (foods, drugs, devices, services), health information (health books, magazines) and services (immunization or antenatal services). Briggs (2004) stated that

health services are those activities performed by health care professionals or by others under their direction, for the purposes of protecting, promoting, maintaining or restoring health. Doing all these require skills and information which may include the following:

- Reading information about the products and services we want to buy
- Reading labels before buying our products
- Read labels on foods and drugs before buying and
- Check for manufacturing/expiry dates on foods and drugs.

Developing an Entrepreneurs hip

Earlier, this paper, briefly examined the concepts of enterprise, entrepreneurship, entrepreneur. I deliberately left out two important concepts: business and business development. An entrepreneur is a person who makes money by starting or running a business, especially when this involves taking financial risks. The word *business* is contained in the meaning of *entrepreneur*. *Business* simply means the activity of making, buying, selling or supplying goods or services for money or work that is part of a job or amount of work done by a company. Various scholars have all attempted to define business. The economists refer to business as any

activity that seeks profit by providing goods and services together (William, 1996). From this perspective, Onwurefor and Omoke (2011) defined business as any activity that seeks to satisfy existing and created needs of customers. This implies that the objective of every business should be the satisfaction of identified human needs. The needs could be the existing ones or new ones prompted by emerging human needs.

From the forgoing, it therefore means that a business can be made or created by a health educator, or physical educator or a health and physical education personnel. This is so because the nine areas of health promotion and fitness discussed earlier contained needs that human beings would always want to satisfy. For example, human beings are naturally interested in play, relaxation and recreation partly because of availability of leisure time and partly because they need to rest after daily activities. In attempt to do this business can be developed out of these range of activities. The health and physical educator can create a single business or a combination of businesses from them. Business that can be created from these activities include the establishment of

- (1) Gymnasium
- (2) Recreation Club
- (3) Fitness and Weight Reduction Centres
- (4) Health and Fitness Consortium

- (5) Family Health Counselling Clinics just to mention a few.

Health promotion and fitness can be planned and directed for mothers, children, adolescents, adults and the aged. It can also be organized for homes, schools, and even hospitals. Doing this will require planning. This means that preparing a business plan which is directed at attempting providing answers to the following questions.

Levels of Investment in Health Promotion and Physical Fitness

Level of investment refers to the position or setting to which health and physical education business can be carried out. For instance, a health and physical education entrepreneur can create a business for an individual such as giving the individual training on weight reduction techniques. He can do the same for a family or series of families. The same business can be developed for the community or an organization. The basic difference is the scope, the quantity of materials and resources that will be involved in each case.

Economic Importance of Investing in Health Promotion and Fitness

There are many benefits that can be derived from investing in Health promotion and fitness. The benefits also will depend on each type of business or activity involved.

However, the basic issue is that individuals, family and community members as well as the nation will derive benefits. These benefits are hereby summarized. Attempts to discuss the economics of health promotion and fitness activities in this paper would be to deceive ourselves since this aspect encompass so much that the paper cannot accommodate it. Hence, it would save time and space just to highlight some of the very common ones.

1. Empowerment

Healthy and physical fits individuals would become empowered to undertake any economic activity. Empowerment means a process whereby individuals gain mastery of mastery over their own lives and democratic participation in the life of the community (Zimmerman & Rappaport, 1988). Empowerment here denotes a social process that promotes participation of people, organizations, and communities towards the goals of increased individual and community control, political efficacy, improved quality of community life, and social justices (Wallerstein. 1992). Individuals can be empowered to be healthy and fit to undertake daily life activities and other economic ventures.

2. Healthy Communities

Health care system determines healthy community to some extent, but it is

determined more by equitable access to such basic prerequisites for health such as peace, food, shelter, clear air and water, adequate resources, education, income, a safe physical environment, social support, and so on. WHO (Europe, 1986) suggested the following key component that together make a healthy community.

- A clean, safe, high-quality physical environment (including housing quality)
- An ecosystem that is currently stable and is sustainable in the long term
- A strong, mutually supportive and non-exploitative community
- A high degree of public participation in the control over the decisions affecting one's life, health, and well-being
- The meeting of basic needs (food, water, shelter, income, safety, work) for all the city's people.
- Access to a wide variety of experiences and resources with the possibility of multiple contacts, interaction, and communication
- A diverse, vital, and innovative city economy
- Encouragement of connectedness with the past, with the cultural and biological heritage, and with other groups and individuals

- A city form that is compatible with and enhances the above parameters and behaviours
- High health status (both high positive health status and low disease status).

Attempts at addressing the ten leading indicators of healthy people will serve as the mechanism for monitoring national progress to see how well a country is doing in meeting its goals and objective. Five of the ten indicators focus on lifestyle: tobacco, overweight and obesity, physical activity, substance abuse (especially alcohol) and responsible sexual behaviours. The other five leading indicators are: mental health, injury and violence, environmental quality, immunization, and access to health care. Interventions directed at these indicators are capable of improving and enhancing health, thus leading to saving of money. Money saved from reduced or expenditure on some of these health problems means money save for national development. Such interventions can be organized using the substance of health and fitness discuss in this paper.

3. Major Diseases Prevention

Prevention of diseases may take place at individual or community level. Prevention of diseases at the community or population level is one of the foundations of public health practice, Disease prevention is a good health indicator.

4. Health Care Service Market

Consumers will become wise and can make informed choices in the market place. Many risks arising from lack of information (ignorance) of the marketing dynamics such as fake products and advertising will be reduced. The well informed and wise consumers can now make wise decisions regarding products and services that are capable of protecting, enhancing and promoting his or her health (Anand & Goel, 2012).

When the above listed benefits accrue at individual, family and community levels, the overall health of the nation will be enhanced leading to better performance at work and increased productivity. This in turn can lead to economic gains vis-à-vis saving money from disease and sicknesses which unusually take a large chunk of our personal, family and national income.

Physically fit body and well-nourished individuals, stress free persons, disease and sickness free persons will be capable of making productive contributions to self, family, community and the nation. This means that these individuals can generate income which in turn can contribute to the gross national product (GNP) of our nation.

Conclusion

From this presentation I strongly believe that health and physical education will cease to

be approached only from the theoretical point of view. It is my earnest desire that hence forth colleagues will start to create business from the vast array of activities which have been receiving a lip service. Best wishes as you think and create to be productive.

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