

**EMPOWERMENT AS A MANAGEMENT STRATEGY IN HYPERTENSIVE
AFRICAN AMERICAN WOMEN**

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ABSTRACT

Successful health management strategies can be challenging for everyone including the 25 million African-American (AA) women afflicted with high blood pressure. This study investigated if a psychological empowerment coaching (PEC) intervention had an impact on health promotion outcomes. The study measured the impact of health care empowerment intervention on health care outcomes in rural and urban hypertensive AA women (N=51). Pender's Revised Health Promotion Model served as the theoretical model for this quasi-experimental study utilizing pretest-posttest measurement with subjects serving as their own controls. A purposeful sample of hypertensive AA women from churches in rural and urban Texas were recruited and voluntarily attended a one-time psychological empowerment coaching class on hypertension management with a follow-up intervention session designed to reinforce positive behaviors and collect post-test data. There were statistically significant differences found in Blood Pressure Self Care, Exercise Log use, and Empowerment. These findings revealed that a directed psychological intervention aimed at promoting the self-confidence and health knowledge of AA women did increase their reported confidence and intent to manage the blood pressure in the future.

Keywords: empowerment, self-efficacy, hypertension, African-American women, health, disparities.