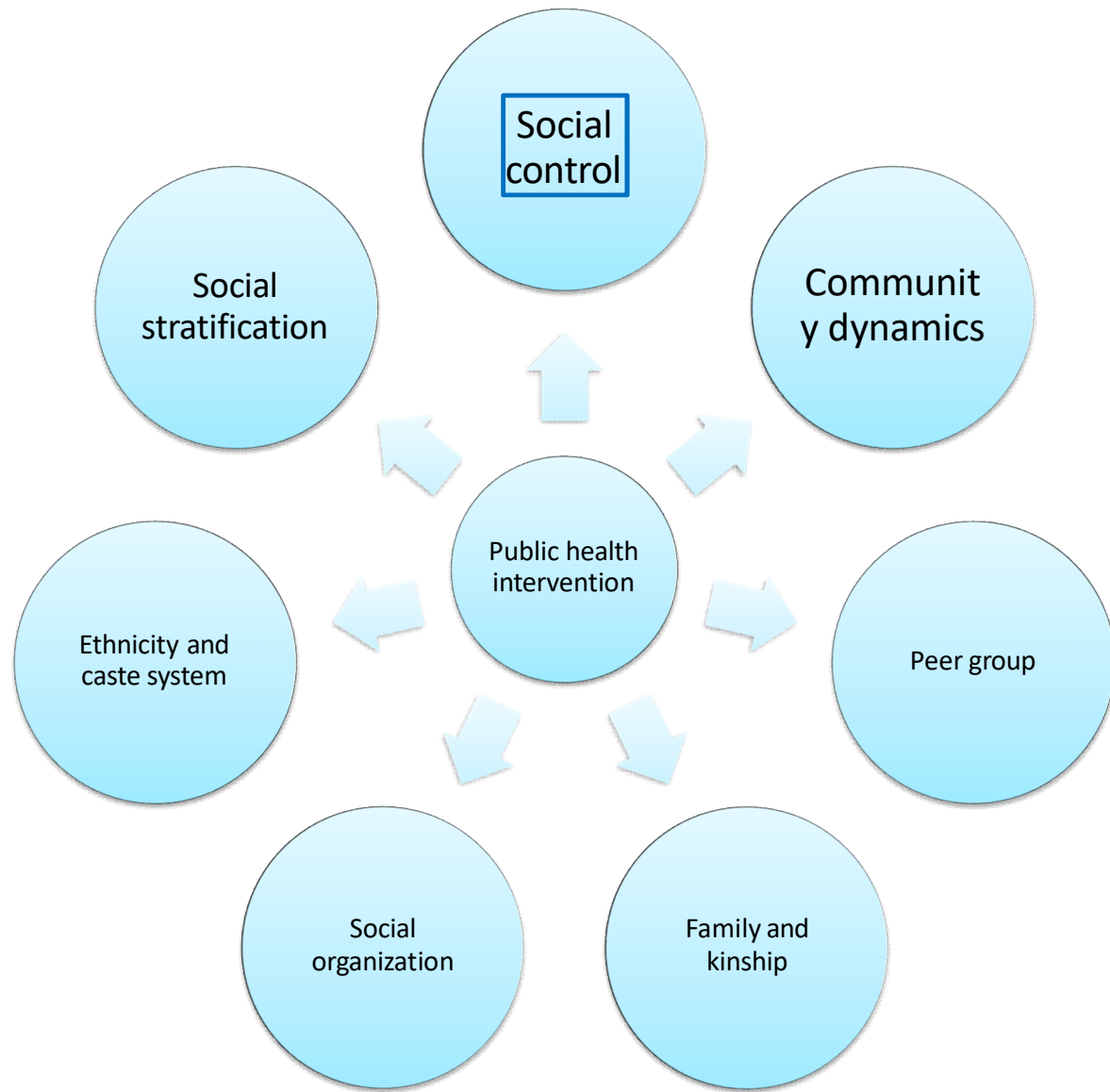


Unit IV: Components of Public Health Sociology and Public Health Interventions

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**The need for the consideration of
component of public health sociology in
relation to the public health intervention
(P3CE) in Nepalese context.**

The figure in the next page shows the relationship between various components of public health sociology and various public health intervention domains.



1. Health education

- Social science that draws knowledge and idea from various sectors to promote health and prevent disease.
- -For e.g. In context of Nepal, the poor people are often deprived of services in health and education. Social stratification being a major issue in this context as well as ethnicity and caste system. Until and unless these issue are cleared upon and uprooted from the depth of the society, the peoples health is at constant danger.
- -This is why health education plays a major role in identifying the health problems as well as the societal health risk factors which is why these component of society must be considered.

2. Health promotion intervention

- Process of enabling people to increase control over and to improve their health through enabling, mediating and advocating strategies.
- For e.g. In Nepalese context due to components like ethnicity, social control and social stratification; healthy public policy, supportive environment, strong community action, development of personal skills and reorientation of health services are lacking or harder to perform. Eg: Due to difference in caste system, lower caste people are often excluded from participation and given unhygienic works instead.

3.Public health policy and legal intervention

- Policy is a declaration of goals
- According to sociologist James Anderson, policy is a purposive course of action followed by a set of action in dealing with a problem.
- The view of different peer groups and family maybe different presenting various ideology regarding policy development and legal interventions. Also in Nepal due to lack of tech and skillful manpower, the present problems aren't being perceived well and the same old policies are being repeated.

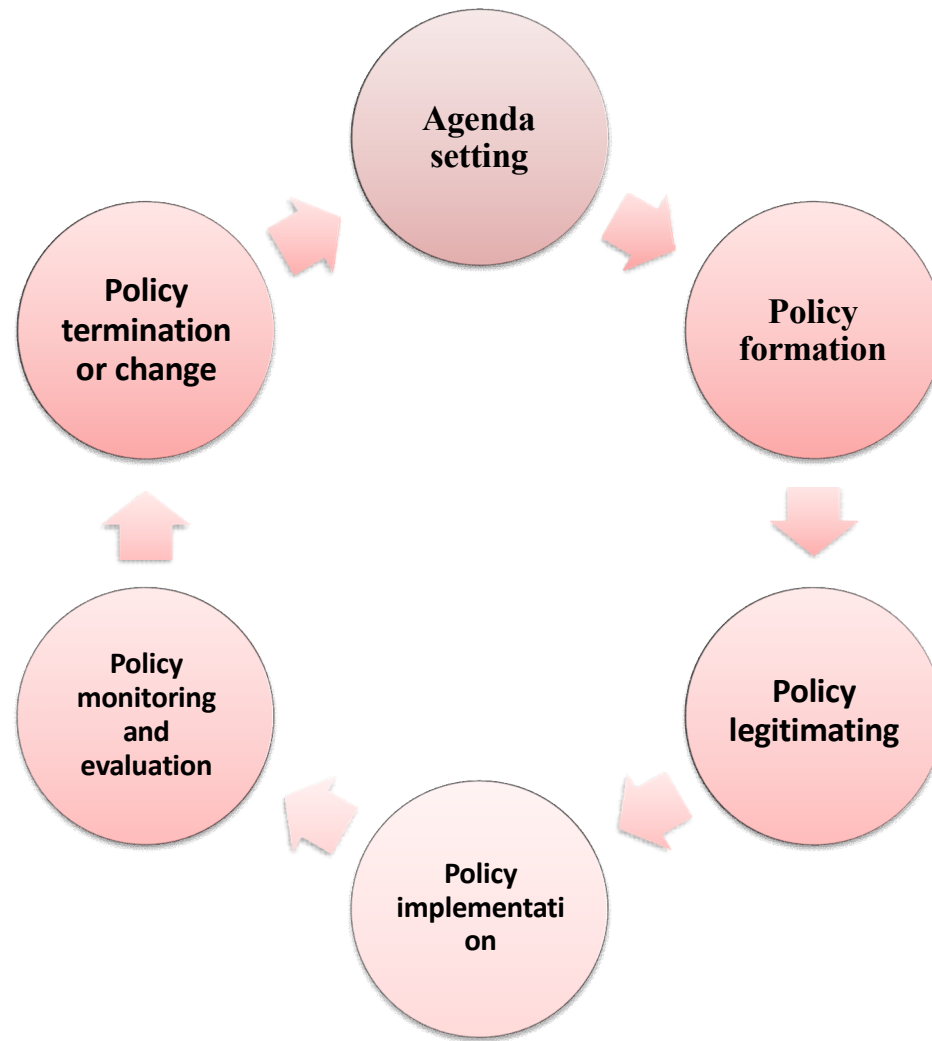


Fig: Policy Cycle

4. Public health infrastructure development

- Infrastructure is the foundation for planning, evaluating and improving public health.
- Key components:
 - 1) Qualified work force
 - 2) Up to date data and information system
 - 3) Agencies capable of assessing and responding to public health needs.

The essential public health services are:

- Monitor
- Diagnose and investigate
- Educate
- Mobilize
- Develop plan and policies
- Enforce and link
- Ensure, evaluate and research

5. Community organization and participation

-includes peoples involvement in decision making process

-Multi- dimensional concept consisting of:

1. Concept
2. Social inclusion
3. Equal partnership
4. Transparency
5. Sharing power
6. Sharing responsibility
7. Empowerment

-covers a series of activities at the community level and aimed at bringing desired improvement in the social well being of the individuals, group and organization.



Fig: Cycle for community participation

- The education which is related to health is also known as health education.
- **Health education** is a profession of educating people about health.
- Areas within this profession encompass environmental health, physical health, social health, emotional health, intellectual health, and spiritual health, as well as sexual and reproductive health education.
- Health education can be defined as the principle by which individuals and groups of people, learn to behave in a manner conducive to the promotion, maintenance, or restoration of health. However, as there are multiple definitions of health, there are also multiple definitions of health education.

Definition of planning

- Planning is the process of setting organizational goals and deciding how best to achieve them
- Planning is anticipatory decision making about what needs to be done , how it has to be done, and with what resources.
- It is central to health education and health promotion process.

Characteristics of Planning

- Planning is goal oriented
- Planning is a primary function
- Planning is a thinking process
- Planning is flexible
- Planning is a continuous process
- Planning involves choice
- Planning is rational
- Planning is an integrated process
- Planning is futuristic

Importance and purpose of planning

- **Planning provides direction:** planning provides clear sense of direction and purpose of activities of an organization
- **Planning minimizes risk and uncertainty:** in fast changing organizations, planning based on hard facts and data help managers to reduce risk and uncertainties
- **Planning ensures co-ordination:** planning helps to establish co-ordinated efforts from various divisions, departments and people

Importance and purpose of planning

- **Planning leads to economy:** planning helps accomplish an optimal utilization of physical and human resources, leading towards cost reduction, higher efficiency and productivity which lead to better economy
- **Planning facilitates decision making:** planning helps in providing guidelines and thus facilitate decision making
- **Planning reduces overlapping and wastage of efforts:** planning avoids duplication of efforts and overlapping of task and responsibilities, reducing wastage

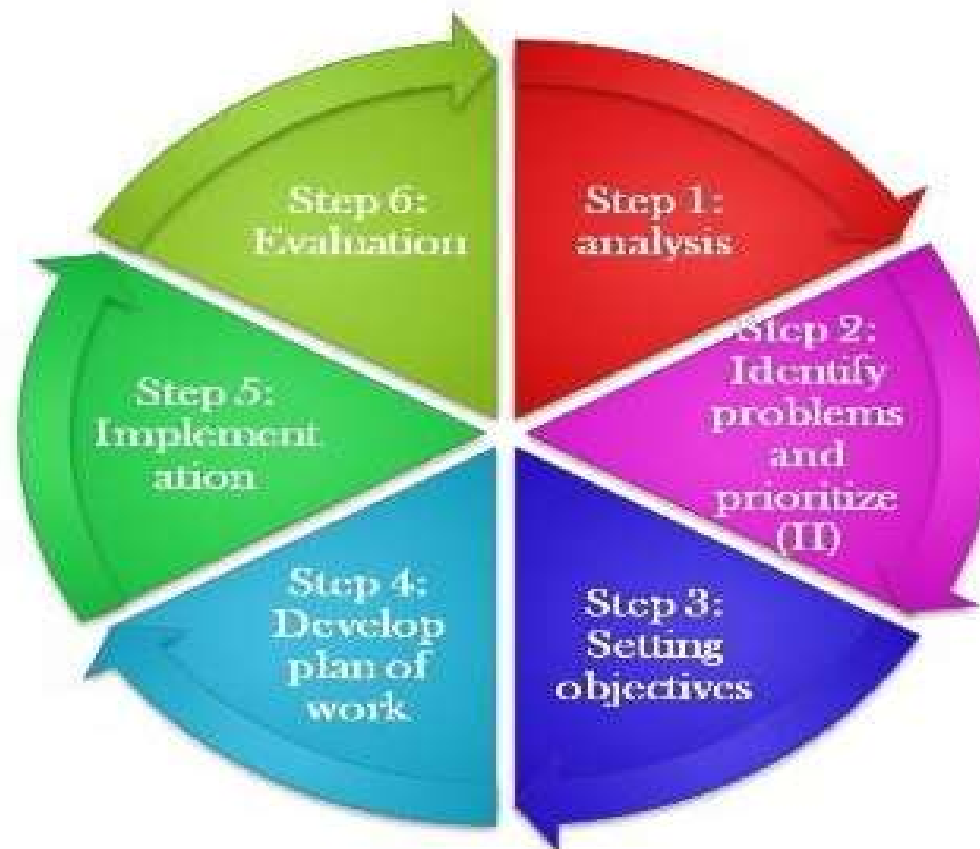
Importance and purpose of planning

- **Planning encourages innovation and creativity**
- **Planning facilitates control:** control is key to success of any organization and in order to control there has to be a plan
- **Planning improves morale:** if employees participate in planning process it boosts their morale and develops a broad mentality and thinking of achieving organizational goals.

Principles of planning

- Based on careful analysis of the situation
- Relate to basic needs and interests of the people.
- Planed with the people who are involved in its implementation.
- Flexible enough to meet long time situation.
- Should be a continuous process
- Should be achievable considering such factors as finance , personnel, time etc.

Steps of planning health education and intervention



Implementation of the program

- Implementation is carrying out the plan or putting the plan/program into action
- It is translating the goals, objectives and methods into a community based health education program

Social stratification in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Social Stratification) Health Education Intervention

POSITIVE ASPECT

- Educated people are aware about health education intervention program.
- Higher classes people have good awareness level for using the family planning devices so they have small and happy family.
- Its more easier to educate people who speak Nepali language.

NEGATIVE ASPECT

- Uneducated people are not aware about health education intervention program.
- Lower classes people don't have the awareness of using family planning due to which they have bigger family.
- Its quite difficult to educate people who speak other language rather than Nepali.

(Social Stratification) Health Promotion Intervention

POSITIVE ASPECT

- Rich people have knowledge on nutrition education and can afford nutritious food easily.
- Higher class children intake a greater amount of micro nutrient.
- Higher caste such as Brahmins and chettris do don't use alcohol because of their religious and cultural barrier.
- Higher classes people provide good health care service and good nutrition during the pregnancy.

NEGATIVE ASPECT

- Poor people have knowledge but they cannot afford nutritious food.
- Lower class people are vulnerable group nutritionally.
- Lower class children consumed less break fast and micronutrient.
- Lower caste people have culture to drink the alcohol which affect the health.
- Lower classes people cannot provide the good nutrition and health care services to the pregnant and newly child born due to poverty.

(Social Stratification) Public Health Policy and Legal Intervention

POSITIVE ASPECT

- Higher class people participate in planning of policy
- Higher class people are aware about the laws and policies about health services

NEGATIVE ASPECT

- Lower class people do not have involvement in policy making

(Social Stratification) Public Health Policy infrastructure development

POSITIVE ASPECT

- Higher class people participate in policy making
- Higher class people are aware about the laws and policies about health services

NEGATIVE ASPECT

- Lower class people do not have involvement in policy making

(Social Stratification) Community Organization and Participation

POSITIVE ASPECT

- Educated people are more aware about community organization and its intervention programs
- Lower classes people have high participation in the organizational programs

NEGATIVE ASPECT

- Uneducated people are less aware
- Higher classess people have low participation

(Social Stratification) Public Health managerial intervention

POSITIVE ASPECT

- Educated people are more likely to be involved in the management and reduction of diseases for the betterment of public health

NEGATIVE ASPECT

- Uneducated people are not much aware of such things

Ethnicity and Caste System in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Ethnicity and Caste system) Health education Intervention

POSITIVE ASPECT

- Brahmin, Chhetri, Janajati(Newar, Gurung) have high rate of education on early initiation of breastfeeding and weaning practices.

NEGATIVE ASPECT

- Dalits have lower rate of education on those intervention programme.
- Culture of some ethnic group become barrier to attend health education campaign.

(Ethnicity and Caste system) Health Promotion Intervention

POSITIVE ASPECT

- Brahmins are mostly vegeterians so they have less chances of occurring NCD's.
- Utilization of health services by higher caste
- ,Brahmins / Chhetri's is high.

NEGATIVE ASPECT

- Newars , magar and gurungs use more alcohol and meat, hence are prone to liver disease.
- Culture and language become the barrier for the public health services utilization .

(Ethnicity and Caste system) Public Health Policy and Legal Intervention

POSITIVE ASPECT

- Suitable policies are formulated according to the culture of different castes

NEGATIVE ASPECT

- Some disadvantaged ethnic group may not be addressed by public health policies.

(Ethnicity and Caste system) Public Health infrastructure development

POSITIVE ASPECT

- Lower caste people are mostly involved in infrastructure development works

NEGATIVE ASPECT

- Higher caste get benefitted but do not involve during infrastructure development

(Ethnicity and Caste system) Community Organization and Participation

POSITIVE ASPECT

- Every caste people are equally given opportunity to participate in every activities done by the organization including reserved seat for female, dalits, muslim etc

NEGATIVE ASPECT

- This reservation also disallows other capable candidates to participate in such activities who could have done better than them

(Ethnicity and Caste system) Public health managerial intervention

POSITIVE ASPECT

- Some castes, religion etc avoid the intake of alcohols that avoids varieties of NCDs which directly or indirectly is responsible for the management of the diseases.

NEGATIVE ASPECT

- Some castes allows people to consume alcholahol which results in the high prevalence of NCDs among them

Family and Kinship in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Family and Kinship) Health Education intervention

POSITIVE ASPECT

- If a mother become educated whole family become educated.
- Small family can afford a quality education for kids as well as other family member which eventually promote the health.

NEGATIVE ASPECT

- Family members share not only their gene ,lifestyle, habits but also risk for diseases like asthma ,diarrhea ,cancer ,heart disease etc ..

(Family and Kinship) Health Promotion intervention

POSITIVE ASPECT

- All the members of Nuclear family get health services without any bias.
- Small family can afford essential health services as needed .
- In small family the use of contraceptives or birth control methods are discussed in between a single couple where there is high chance of family planning .

NEGATIVE ASPECT

- Discrimination among family members to use public health services may occur in Joint family like Gender Based Violence .
- Joint family cannot afford all the services and different traditions become the barrier to use public health services .
- In large family the overview of different generations are taken into account which leads to face the barriers in adoption of proper family planning services

(Family and Kinship) Public Health Policy and Legal intervention

POSITIVE ASPECT

- Well educated families go through the public health policy

NEGATIVE ASPECT

- Poorly educated families may not be aware of public health policies

(Family and Kinship) Public Health Infrastructure development

POSITIVE ASPECT

- Well educated families report the authorities to develop infrastructure in their locality

NEGATIVE ASPECT

- Poorly educated families may not report

(Family and Kinship) Community Organization and Participation

POSITIVE ASPECT

- In nuclear family, every members can participate in organizations

NEGATIVE ASPECT

- Joints family member may set priority order to participate

(Family and Kinship) Public health managerial intervention

POSITIVE ASPECT

- Educated family reports their health problem at beginning so that its easier to plan measures for different type of health problem according to nature of disease.

NEGATIVE ASPECT

- Lower class family fear to report their problems because of poverty it may directly help in spreading of disease which means it acts as obstacle for PH managerial intervention.

Peer Groups in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Peer Groups) Health Education intervention

POSITIVE ASPECT

- Friends can provide education on intervention like : child spacing, breastfeeding , safe motherhood , immunization, etc.
- Individuals involving in friends circle have knowledge on health education.
- If a woman had a friend circle of the woman who are educated and had a positive attitude towards the immunization then she would also go for a immunization.
- Sharing of knowledge and education about child birth among peer.

NEGATIVE ASPECT

- There may be some friends who suggests negative information that may leads to negative health.
- Individuals who does not involve in friends circle does not have knowledge on health education.
- Woman circle with low education group can ignore it.

(Peer Groups) Health Promotion intervention

POSITIVE ASPECT

- Good peer groups having positive thinking about the environmental sanitation avoid air and water pollution.
- Educated peer groups manage waste and have proper waste disposal.
- Friends can suggest for positive health care for children.
- Sharing of information regarding health services and motivate to adopt healthy behaviours.

NEGATIVE ASPECT

- Peer groups that smoke and gathering make air pollution and environmental pollution
- Throwing waste materials randomly by the whole people.
- There may be some friends
- who suggests negative information that may leads to negative health.
- Peers may pressure on engaging risk taking and unhealthy behaviours

(Peer Groups) Public Health Policy and Legal intervention

POSITIVE ASPECT

- Some friends in a group are aware about public health laws and policies and encourage to adopt healthy behavior

NEGATIVE ASPECT

- Some friends in a group encourage you to break the rules

(Peer groups) Public Health Infrastructure development

POSITIVE ASPECT

- Some friends in group generate innovative ideas which aids in proper infrastructure

NEGATIVE ASPECT

- Some friends may mislead during infrastructure planning

(Peer Groups) Community Organization and Participation

POSITIVE ASPECT

- Friends can provide information of organizations working in health related field and also encourage to participate in health related works done by the organization
- Individuals involving in friends circle may have information of various organizations

NEGATIVE ASPECT

- There may be some friends who discourage to participate in such organizational activities saying that the work being done by the organization is not beneficial
- Individuals who doesnot involve in friends circle may not have information of any such organizations

(Peer Groups) Public health managerial intervention

POSITIVE ASPECT

- Some friends circle encourage to work together for the management of various diseases launching various programs for the betterment of public health

NEGATIVE ASPECT

- Some friends circle do not encourages to involve in such activities nor they participate

Community dynamics in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Community dynamics) Health Education intervention

POSITIVE ASPECT

- In urban area, health education intervention program are launched in high rate from which people are aware about the health education.
- Urban people shows more eagerness to gain knowledge about new diseases.

NEGATIVE ASPECT

- In rural area, there is lower chances of launching health education intervention program due lack of facilities like : transportation.
- Due to slow communication many people cannot attend the various health related education campaign.

(Community dynamics) Health Promotion intervention

POSITIVE ASPECT

- Utilization of health services in urban is high.
- Prevalence of early marriage is less in urban people.
- Urban people believe in modern medicine to seek treatment.

NEGATIVE ASPECT

- Utilization of health service in rural community is low.
- Early marriage is more prevalent among rural people.
- In rural community still many people visit dhami/ jhankri to treat diseases.

(Community Dynamics) Public Health Policy and Legal intervention

POSITIVE ASPECT

- In urban areas the laws and policies include all group of society

NEGATIVE ASPECT

- In rural areas the laws and policies may not include all groups of society

(Community dynamics) Public Health Infrastructure development

POSITIVE ASPECT

- There are enough infrastructures in urban areas due to availability of facilities

NEGATIVE ASPECT

- In rural areas there are lack of facilities

(Community dynamics) Community Organization and Participation

POSITIVE ASPECT

- INGOs , clubs , and other organizations launch programme related to health in collaborations with community organizations and community peoples

NEGATIVE ASPECT

- Some organization doesnot launch programme in collaborations with community organizations so that peoples are also unable to have participation

(Community dynamics) Public health managerial intervention

POSITIVE ASPECT

- In Urban area, there are many activities being run for the betterment of health through various health related campaigns

NEGATIVE ASPECT

- In Rural area, there are not many such intervention programs being run

Social Organization in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Social Organization) Health Education intervention

POSITIVE ASPECT

- INGOs , clubs , and other organizations launch programme related to health education intervention programme.

NEGATIVE ASPECT

- Some organization doesnot launch programme from which people are not aware about the health education intervention.

(Social Organization) Health Promotion intervention

POSITIVE ASPECT

- Various social organization active participation in the promotion of the immunization programme had significantly increased the immunization rate in Nepal.
- The Social organizations like Family Planning Association, Marie stop center, Ama Samuha, youth clubs, and so on which has unity as well as organized for the right of female, get sufficient knowledge on safe abortion through social organizations.

NEGATIVE ASPECT

- The social organizations which are against abortion, pregnant leads to abort it secretly.
- They cannot reach at every area due to geographical situation of Nepal.
- Organizations like factories make air pollution and water pollution

(Social Organization) Public Health Policy and Legal intervention

POSITIVE ASPECT

- Some of the local organizations and NGOs recommend in policy formulation and implementation at local level
- Result of some organizations study are used in policy making since they know the actual need of community people

NEGATIVE ASPECT

- Results of some organizations may not address the real need of society due to atomistic fallacy

(Social Organization) Public Health Infrastructure development

POSITIVE ASPECT

- Some social organizations help in infrastructure development

NEGATIVE ASPECT

- Some social organization cannot work properly due to cultural barriers

(Social Organization) Community Organization and Participation

POSITIVE ASPECT

- INGOs , clubs , and other organizations launch programme related to health in collaborations with community organizations and community peoples

NEGATIVE ASPECT

- Some organization doesnot launch programme in collaborations with community organizations so that peoples are also unable to have participation

(Social Organization) Public health managerial intervention

POSITIVE ASPECT

- Some of the NGOs, INGOs, local clubs etc launch programs related to health which helps people to be aware of various diseases and also educate them the managerial process of such diseases

NEGATIVE ASPECT

- Some of the organizations do not work in the field of health

Social Control in relation to positive and or negative aspect of **planning and implementation public health intervention.**

(Social Control) Health Education intervention

POSITIVE ASPECT

- Some people have knowledge on law of safe abortion.
- Some community organizes HE campaign by themselves. E.g. corona virus is now emerged as a public health threats so they may organize awareness campaign about it without involvement of any organizations.

NEGATIVE ASPECT

- Some people follow traditional methods of abortion.
- Some societies don't allow women to attend the education campaign because of stigma. E.g RH education campaign.

(Social Control) Health Promotion intervention

POSITIVE ASPECT

- Some society announce that they will not provide resting place for night to drunken people.

NEGATIVE ASPECT

- Islamic people have the different misconception regarding the family planning.
- Due to some social control, early detection of diseases like HIV, TB has become difficult.

(Social Control) Public Health Policy and Legal intervention

POSITIVE ASPECT

- Some society have their own rules and regulations which discourage youths to get involved in substance abuse

NEGATIVE ASPECT

- There are no specific rules in some societies

(Social Control) Public Health Infrastructure development

POSITIVE ASPECT

- Most of societies help to develop infrastructures with enough equipment and best workforce.

NEGATIVE ASPECT

- Because of some societies barrier many qualified and capable women deprive of getting engaged in work which may lead to form less productive workforce.

(Social Control) Community Organization and Participation

POSITIVE ASPECT

- Some people have knowledge on the role and responsibility of the organizations so that they are aware of their participations accordingly

NEGATIVE ASPECT

- Some people ignores such organizations and its works done for the health interventions
- Some societies do not allow women to participate which may hamper to meet the health promotion in every family members.

(Social Orgnaization) Public health managerial intervention

POSITIVE ASPECT

- Some of the NGOs, INGOs, local clubs etc launch programs related to health which helps people to be aware of various diseases and also educate them the managerial process of such diseases

NEGATIVE ASPECT

- Some of the organizations do not work in the field of health



