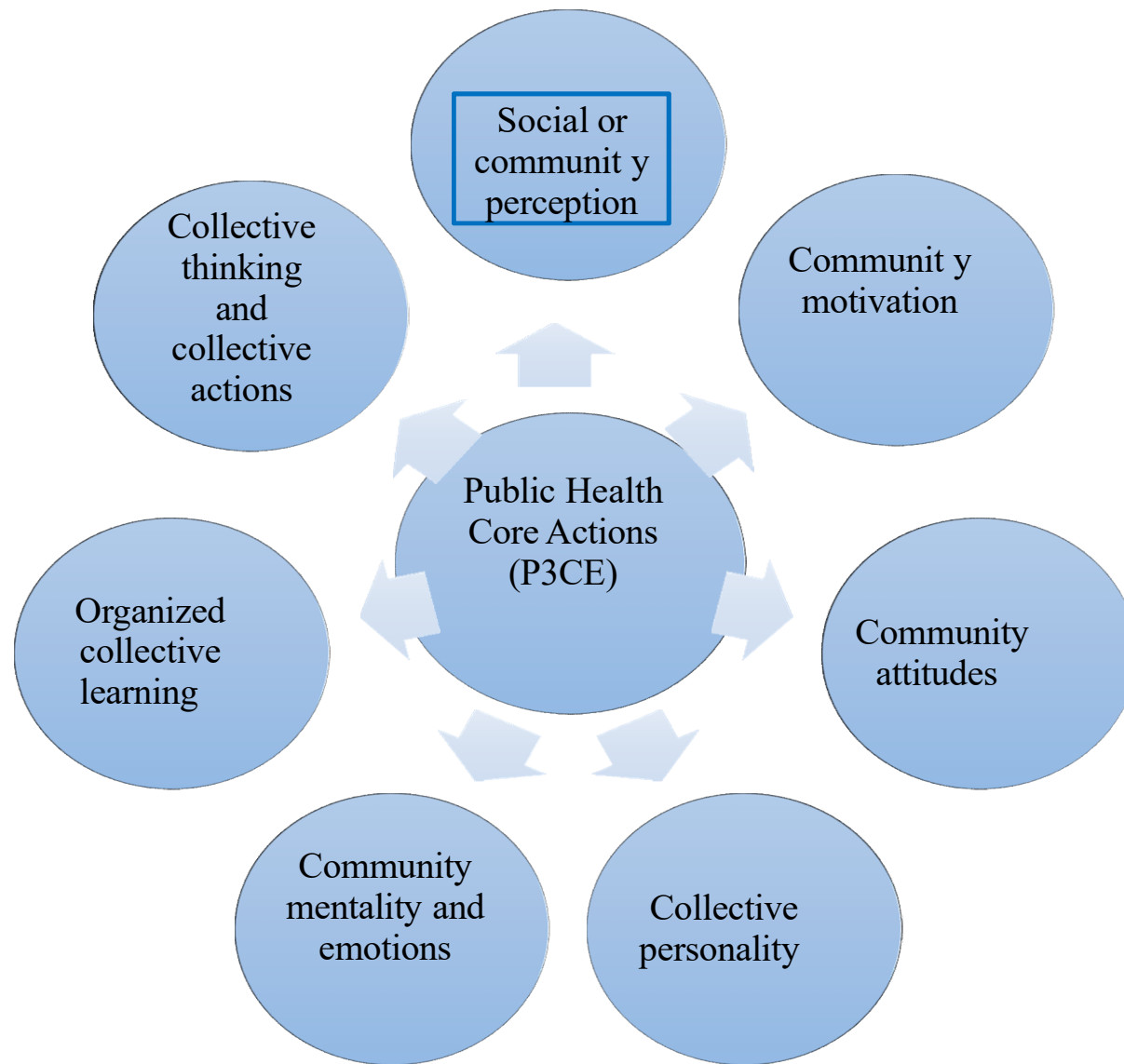


Unit VII: Components of Public Health Social Psychology and Public Health Core Actions

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**Need for consideration of component
of public health social psychology in
relation to public health core actions
in Nepalese context**



- Public health core actions such as disease prevention, health promotion, surveillance, and policy implementation are significantly influenced by human behavior, social norms, and psychological factors.
- In Nepal, integrating public health social psychology into these actions is essential for ensuring the effectiveness and sustainability of health interventions.
- Public health core action cannot be done without the component of public health social psychology
- Social or community perception determine the public health core action (P3CE)

- Social perception refers to identifying and utilizing social cues to make judgments about social roles, rules, relationships, context, or the characteristics (e.g., honesty) of others.
- For health promotion, disease prevention, protection of health social perception is very important. Health promotion of individual or community is possible only when social perception is positive. If the perception of people is negative towards the P3CE then P3CE action will be failure. So the social perception should be consider in the public health core action.

- Community attitude is also one of the influencing factor for the public health core action. P3CE action will be effective and well implemented only when the community attitude is good towards the P3CE. If the community attitude is negative on the health promotion like using family planning methods then the health promotion is impossible.
- Injuries can be prevented only if the collective personality is good. Driving vehicle without using alcohol, wearing helmet can prevent from the RTA and protect health of individual and community.

Public health core actions: P3CE

Promoting health

- Health promotion is defined as “the process of enabling people to increase control over the determinants of health and thereby improve their health. (WHO)
- Health promotion can be classified into five different approaches:
 - Medical approach
 - Behaviors change approach
 - Client centered approach
 - Educational approach
 - Societal change approach

Preventing health risk factor , injuries, and diseases

- Health risk factor is any attributes, characteristics or exposure of an individual that increases the likelihood of developing a diseases or injury.
- Injuries resulting from traffic collisions, drowning, poisoning, fall or burns and violence from assault, self inflicted, violence or acts of kills.
- Diseases prevention is differ from health promotion because it focuses on specific efforts aimed at reducing the development and severity of chronic diseases and other morbidities.

Protecting health

- Health protection is defined as “the provision of conditions for normal mental and physical functioning of the human individually and the group”
- Thus health protection covers a much wider field of health activities than specific protection
- Health protection is a core component of public health that focuses on preventing diseases, controlling risks, and ensuring a safe environment.

Encouraging early detection, treatment and compliance to treatment

- Early detection means diagnosing a disease earlier than symptoms to starts. Early detection increases the chance for successful treatment.
- Responsible factor for early detection and treatment:
 - i. Socio-cultural factors: Norms, values, customs, behaviors.
 - ii. Educational factors: Health education, knowledge, awareness.
 - iii. Political factors: Health policies, strategies, manpower .
 - iv. Environmental factors: physical infrastructures, socioeconomic background

Controlling epidemics

- Epidemic control is a critical public health function that requires timely intervention, risk communication, and community engagement.
- Those diseases which spread rapidly and diffuse and effect large no. of people with in a very short period in particular geographical region is epidemics.
- Public health deals with the epidemic outbreak through epidemic control actions:
 - Understanding epidemics and diseases outbreak.
 - Communicating to change health behavior
 - Referring to a health center or hospital

Encouraging early detection, treatment and compliance to treatment

- Early detection, timely treatment, and adherence to medical regimens are critical for controlling diseases and improving public health outcomes.
- Treatment compliance describes the degree to which a patient correctly follows medical advice.
- Three most important factors in treatment compliance are:
 - i. Understanding of medical directions
 - ii. Involvement in the process of treatment
 - iii. Compliance reminders for treatment

Use of public health services

- The utilization of health services from different aspects for the betterment of health is known as use of public health services.
- Public health Services may be use in individuals, family and community level.
- Public health services must be:
 - ❖ Affordability
 - ❖ Acceptability
 - ❖ Accessibility

**Social or community perception in
relation to positive and or negative
aspect of public health core action
(P3CE)**

(Social or community perception) promoting health

Positive Aspect

- Community perceive health education as the most cost-effective method of promoting health so they raise awareness either through mass media or health workers or teachers that helps in health promotion
- Community perceive health is the foremost need of an individual so they advocate, enable and mediate people to make healthy choices.

Negative Aspect

- Some people of community perceive that health educators are just for earning money.
- Some people have perception that people of high status have only the rights to make healthy public policies.

(Social or community perception) promoting health

Positive Aspect

- Community perception towards health promotion becomes positive like in:
 - ❖ Promoting breastfeeding
 - ❖ Environmental modifications
 - ❖ Promoting child and family nutrition
 - ❖ Promoting physical activity
 - ❖ Smoking cessation programs
 - such as 'quit' activities and 'brief interventions'
 - ❖ Promoting early literacy

Negative Aspect

- Due to illiteracy some people have negative perception towards colostrum feeding, environmental sanitation, substance abuse.

(Social or community perception) Protecting Health

Positive Aspect

- Community have a perception that bad quality of air, water, food can cause diseases so they ensure the safety and quality of air water and food for protecting health
- People perceive that trained and educated workforce are necessary for health protection so they demand the trained personnel on their locality

Negative Aspect

- People of low socio- economic background perceive the medical costs are really expensive and they cannot afford health care which deteriorates their health

(Social or community perception) preventing health risk factors, injuries and disease

Positive Aspect

- Literate people of the community perceive the risk factors are detrimental for their health so focus on preventing the risk factors like
 - a. Smoking that leads to lung cancer
 - b. Unsafe sex that transmits STDs
 - c. Carbohydrate rich foods that cause diabetes etc.
- Community perceive that individuals can acquire some hereditary diseases so they perform screening time to time

Negative Aspect

- Illiterate and ignorant people have no knowledge about the risk factors so they perceive those factors are not harmful to their health and they don't give off.
- Some people perceive diseases as the curse of god or due to evil spirits so they never focus on preventing the risk factors

(Social or community perception) Controlling epidemics

Positive Aspect

- Community people perceive that epidemics can cause a large number of morbidity and mortality so they invest and engage in controlling and managing the epidemics.
- Literate people are well familiar about epidemics so they emphasize on reducing the risk factors and break the cycle of transmission.

Negative Aspect

- People perceive epidemics are due to curse

(Social or community perception) encouraging early detection, treatment and compliance to treatment

Positive Aspect

- Community perceive to go to health center if small symptom occur in body for early detection
- Community perception has been develop positive towards the screening campaign of cervical cancer, breast cancer etc

Negative Aspect

- People ignore for the early detection.
- Community perceive to be get well going to the indigenous healer.

(Social or community perception) Use of Public Health Services

Positive Aspect

- People perception has been positive towards the institutional delivery.
- Positive towards the use of government service.

Negative Aspect

- Due to tradition perception people used to go to traditional healer.

**Community motivation in relation to
positive and or negative aspect of
public health core action (P3CE)**

(Community Motivation) promoting health

Positive Aspect

- Motivated communities engage in health education, spreading awareness about diseases, nutrition, sanitation, and preventive measures.
- Example: Awareness campaigns on tuberculosis (TB) can increase early diagnosis and treatment adherence.

Negative Aspect

- Community of Raute, Chepang don't care for the health promotion. They don't immunize their children. Still they are living nomadic life
- Vaccine hesitancy due to **false rumors** (e.g., COVID-19 vaccine causes infertility)

(Community Motivation) promoting health

Positive Aspect

- Community motivation towards health promotion is positive like in:
 - ❖ Promoting breastfeeding
 - ❖ Environmental modifications
 - ❖ Promoting child and family nutrition
 - ❖ Promoting physical activity
 - ❖ Smoking cessation programs
 - such as 'quit' activities and 'brief interventions'
 - ❖ Promoting early literacy

Negative Aspect

- Due to illiteracy some people have negative perception towards colostrum feeding, environmental sanitation, substance abuse.

(Community Motivation) Protecting Health

Positive Aspect

- Community people are motivated to ensure the safety and quality of air water and food for protecting health
- Community are motivated for using the contraceptive device to protect from STD.
- Communities motivated by health benefits work together to install water purification systems.

Negative Aspect

- Youth in the Community the are motivated for the prostitution (type of sex work) work for earning money.
- Some communities continue unsafe practices (e.g., dumping waste in rivers) due to a lack of perceived consequences

(Community Motivation) preventing health risk factors, injuries and disease

Positive Aspect

- Community people focus on preventing the risk factors like
 - a. Smoking that leads to lung cancer
 - b. Unsafe sex that transmits STDs
 - c. Carbohydrate rich foods that cause diabetes etc.
- People are motivated for the driving vehicle without using alcohol, wear the helmets, tie the seat belts to prevent from RTA

Negative Aspect

- youth are motivated for driving vehicle using alcohol, without wearing helmets for heroism.

(Community Motivation) Controlling epidemics

Positive Aspect

- People are motivated for the controlling the epidemics. Recently government of Nepal
- don't allow to come the citizen from next country due to the epidemics of corona virus.
- Community motivation is reducing the risk factors and break the cycle of transmission.

Negative Aspect

- Many ethnics group like Raute people don't have knowledge on epidemic control.

(Community Motivation) encouraging early detection, treatment and compliance to treatment

Positive Aspect

- Community people are motivated to go to health center if small symptom occur in body for early detection.
- Community motivation has been develop positive towards the screening campaign of cervical cancer, breast cancer etc.

Negative Aspect

- People ignore for the early detection.
- Community still go to the indigenous healer for the treatment.

(Community Motivation) Use of Public Health Services

Positive Aspect

- People are motivated for the institutional delivery.
- Positive towards the use of government service.

Negative Aspect

- Due to tradition perception people are motivated still to go to traditional healer.

Community attitudes in relation to positive and or negative aspect of public health core action (P3CE)

(Community attitudes) promoting health

Positive Aspect

- Communities with positive attitudes toward vaccinations, hygiene, and disease prevention encourage healthier lifestyles.
- Example: A community that values childhood immunization ensures high vaccine coverage, reducing disease outbreaks

Negative Aspect

- Negative attitudes towards diseases and mental health discourage individuals from seeking help.
- Example: TB patients may hide their condition due to fear of social exclusion, leading to untreated cases and further spread.

(Community attitudes) promoting health

Positive Aspect

- Community attitudes towards health promotion is positive like in:
 - ❖ Promoting breastfeeding
 - ❖ Environmental modifications
 - ❖ Promoting child and family nutrition
 - ❖ Promoting physical activity
 - ❖ Smoking cessation programs
 - such as ‘quit’ activities and ‘brief interventions’
 - ❖ Promoting early literacy

Negative Aspect

- Due to illiteracy some people have negative attitudes towards colostrum feeding, environmental sanitation, substance abuse.

(Community attitudes) Protecting Health

Positive Aspect

- Positive attitudes toward sanitation, waste management, and pollution control help prevent communicable diseases.
- Example: Communities advocating for clean water and proper sanitation reduce the spread of cholera and diarrheal diseases.

Negative Aspect

- Negative attitudes toward conditions like tuberculosis (TB), HIV/AIDS, and mental health issues discourage people from seeking treatment.
- Example: Fear of discrimination prevents TB patients from completing their treatment, leading to drug-resistant TB cases.

(Community attitudes) preventing health risk factors, injuries and disease

Positive Aspect

- Community People perceived severity of risk factors such as smoking , alcoholism, physical inactivity, Unhealthy diet plan etc.
- People have positive attitude to prevent STDs so they use condom while sexual intercourse
- People used to do Purification of drinking water, proper use of toilets and proper hand washing to prevent water borne diseases

Negative Aspect

- Though People have knowledge about the risk factors they are continuing their exposure
- Some people have negative attitude towards use of condom thinking that condom reduces sexual pleasure which helps to transmit STDs and HIV/AIDs
- Some people ignores about maintenance of personal hygiene and purification of drinking water increase burden of getting water borne diseases

(Community attitudes) Controlling epidemics

Positive Aspect

- Community have good attitude for controlling air pollution, water pollution and waste disposal helps in preventing and controlling epidemic diseases

Negative Aspect

- People having Bad attitude might throw their wastes haphazardly which pollute the environment and increase risk of water borne or air borne epidemic diseases

(Community attitudes) encouraging early detection, treatment and compliance to treatment

Positive Aspect

- Community with positive attitude towards health encourage for early diagnosis and treatment of diseases such as: Conducting screening campaign for cervical cancer (Pap Test) , Mammography

Negative Aspect

- Lower community people hesitate to share their problem about specific body part such as reproductive system and sexually transmitted diseases

(Community attitudes) Use of Public Health Services

Positive Aspect

- Community people have positive attitude towards the use of public health service.
- Community attitude is developing positive towards the family planning.
- Community takes safe abortion in good way.
- The Finnish people are generally very supportive of health research and regard register-based research as important and necessary.

Negative Aspect

- Negative attitude will decrease the use of public health service.
- Family planning might be considered taboo in a Muslim community which is Negative attitude.
- People have still negative attitude on abortion.

**Collective personality in relation to
positive and or negative aspect of
public health core action (P3CE)**

(Collective personality) promoting health

Positive Aspect

- The people who are aware about the risk factors of NCDs adopt healthy living such as
 - Promoting Physical activity
 - Promoting Healthy diet
 - No smoking and alcoholism
- Educated people Promote Sexual and reproductive health such as: use of condom, safe abortion care

Negative Aspect

- Many people are unknown about the preventive measures of NCDs while some people ignores about exposure till negative health outcome is developed.
- Some community people hesitate to talk about sexual and reproductive health

(Collective personality) promoting health

Positive Aspect

- Community attitude towards health promotion is positive like in:
 - ❖ Promoting breastfeeding
 - ❖ Environmental modifications
 - ❖ Promoting child and family nutrition
 - ❖ Promoting physical activity
 - ❖ Smoking cessation programs
 - such as ‘quit’ activities and ‘brief interventions’
 - ❖ Promoting early literacy

Negative Aspect

- Due to illiteracy some people have negative attitudes towards colostrum feeding, environmental sanitation, substance abuse.

(Collective personality) Protecting Health

Positive Aspect

- When people work together for health initiatives, disease control and prevention efforts are more effective.
- Example: Collective participation in sanitation programs reduces waterborne diseases like cholera and typhoid.
- People with good personality use condom to prevent HIV/AIDs and STDs

Negative Aspect

- A collective personality that accepts smoking, excessive alcohol use, or poor diets increases the risk of chronic diseases.
- Example: Social acceptance of smoking in public places contributes to secondhand smoke exposure and lung diseases.

(Collective personality) preventing health risk factors, injuries and disease

Positive Aspect

- People with good personality don't abuse the substance.
- Community with good personality are always aware for controlling air pollution, water pollution and waste disposal.
- Burden of CDs is lowering in developed society

Negative Aspect

- Consumption of cannabis is connected with Hindu religion, as one of the favorite substance of Lord Shiva.
- People who are uneducated might throw their wastes haphazardly which pollute the environment.
- NCDs burden is increasing day by day

(Collective personality) Controlling epidemics

Positive Aspect

- Community with educated people develop early outbreak management or epidemic management plan
- Developed and educated community have appropriate technology and specialized human resources to control epidemics

Negative Aspect

- Uneducated community people are unaware about epidemic diseases and their control measures
- Developing community lack appropriate technology and resources to control epidemic diseases so that burden of disease is increased

(Collective personality) encouraging early detection, treatment and compliance to treatment

Positive Aspect

- Educated people care more about their health status so they used to follow of routine check up early diagnosis and treatment of disease

Negative Aspect

- Uneducated and lower community people are unaware so they cant follow routine check up and afford screening test cost

(Collective personality) Use of Public Health Services

Positive Aspect

- Most of the community have positive cognition about public health services
- Immunization coverage is increasing
- Use of family planning services is increasing
- Increasing use of safe abortion practices and decreased harmful abortion

Negative Aspect

- Some community have taboos about use of health services
- Some community of terai still rejects immunization
- CPR is still low
- Some community don't accept abortion due to their tradition
- Sex selective abortion is still high in terai region

Community mentality, emotion and thinking in relation to positive and or negative aspect of public health core action (P3CE)

(Community mentality, emotion and thinking) promoting health

Positive Aspect

- The people who are aware about the risk factors of NCDs adopt healthy living such as
 - Promoting Physical activity
 - Promoting Healthy diet
 - No smoking and alcoholism
- Educated people have mentality of Promoting Sexual and reproductive health such as: use of condom, safe abortion care

Negative Aspect

- Traditional community mentality is unknown about the preventive measures of NCDs while some people ignores about exposure till negative health outcome is developed.
- Still many community in Nepal have negative mentality on sexual and reproductive health

(Community mentality, emotion and thinking) promoting health

Positive Aspect

- Community mentality towards health promotion is positive now a days in :
 - ❖ Promoting breastfeeding
 - ❖ Environmental modifications
 - ❖ Promoting child and family nutrition
 - ❖ Promoting physical activity
 - ❖ Smoking cessation programs
 - such as 'quit' activities and 'brief interventions'
 - ❖ Promoting early literacy

Negative Aspect

- Due to illiteracy some people have negative mentality towards colostrum feeding, environmental sanitation, substance abuse.
- Sad community cannot promote the health.

(Community mentality, emotion and thinking) Protecting Health

Positive Aspect

- Brahmin, Chhetri and Thakuri - the higher strata of the Hindu hierarchical caste system have mentality of disease cause due to alcoholism.
- People have good mentality of using condom to prevent HIV/AIDS and STDs

Negative Aspect

- Most ethnic groups and 'untouchables'- the lower strata of Hindu hierarchical caste systems are traditional alcohol users.
- People with low personality doesn't care about use of condom to prevent HIV/AIDS and STDs

(Community mentality, emotion and thinking) preventing health risk factors, injuries and disease

Positive Aspect

- People with positive mentality don't abuse the substance.
- Community with good thinking are always aware for controlling air pollution, water pollution and waste disposal.
- Community with positive mentality in NCD always aware about the burden of NCD.

Negative Aspect

- peoples thinking on Consumption of cannabis is connected with Hindu religion, as one of the favorite substance of Lord Shiva.
- People who are uneducated might throw their wastes haphazardly which pollute the environment.

(Community mentality, emotion and thinking) Controlling epidemics

Positive Aspect

- Community has positive mentality for early outbreak management or epidemic management plan
- Developed and educated community have appropriate technology and specialized human resources to control epidemics

Negative Aspect

- Uneducated community people are unaware about epidemic diseases and their control measures
- Developing community lack appropriate technology and resources to control epidemic diseases so that burden of disease is increased

(Community mentality, emotion and thinking) encouraging early detection, treatment and compliance to treatment

Positive Aspect	Negative Aspect
• Community mentality is positive on health status so they used to follow of routine check up early diagnosis and treatment of disease	• Uneducated and lower community people are unaware so they cant follow routine check up and afford screening test cost

(Community mentality, emotion and thinking) Use of Public Health Services

Positive Aspect

- Most of the community have positive cognition about public health services
- Immunization coverage is increasing
- Use of family planning services is increasing
- Increasing use of safe abortion practices and decreased harmful abortion

Negative Aspect

- Some community have taboos about use of health services
- Some community of terai still rejects immunization
- CPR is still low
- Some community don't accept abortion due to their tradition
- Sex selective abortion is still high in terai region



