

# **PUBLIC HEALTH AWARENESS**



**Public awareness:** Our collection of expert resources is designed to educate and empower both individuals and communities. We are interested in what professionals in public health have to say. Our guides reflect the latest research and advice from pioneers in the industry.

## **PERSONAL HEALTHCARE GUIDES:**

Many of our forthcoming guides deal with essential, introductory forms of health education. Think of these as well-being manuals, guides to getting and staying health. In that spirit, we've kicked off a series that considers what healthiness looks like at particular times in a person's life; the first in the series is our prenatal guide.



**Major Issues in Public Health:** A large portion of our work focuses on the spread of health information as it concerns threats like epidemics and natural disasters. These guides will bring you up to speed on the history, present day and future of any number of major issues affecting people worldwide. In addition, each guide identifies the measures taken to combat these dangers, be they medicine and science, grassroots lobbying or the volunteer efforts of ordinary citizens.



# **The 10 Essential Public Health Services:**

The 10 Essential Public Health Services describe the public health activities that all communities should undertake and serve as the framework for the NPHPS instruments. Public health systems should

- 1.** Monitor health status to identify and solve community health problems.
- 2.** Diagnose and investigate health problems and health hazards in the community.
- 3.** Inform, educate, and empower people about health issues.
- 4.** Mobilize community partnerships and action to identify and solve health problems.
- 5.** Develop policies and plans that support individual and community health efforts.
- 6.** Enforce laws and regulations that protect health and ensure safety.
- 7.** Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- 8.** Assure competent public and personal health care workforce.
- 9.** Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
- 10.** Research for new insights and innovative solutions to health problems

# Healthcare Public Awareness Campaigns – What Works & What Doesn't:

.If done right, public healthcare awareness campaigns are highly effective ways to communicate healthcare awareness, prevention and goals, drive patient engagement, and produce better health outcomes.

- The experts suggest that ad campaigns are most successful when there is a(n):
- Openness to seeking help from a variety of sources
- Positive attitude toward change
- Vulnerability and a willingness to take risks
- Commitment to problem-solving
- For more insights into healthcare issues and the challenges of working in the medical field, be sure to read more on the h1 blog.

Evaluation of health promotion, public health or public policy interventions

## **Principles and Practice of Health Promotion:**

Health Promotion Evaluation and Effectiveness

- \*Evaluation of health promotion, public health or public policy interventions

- \*Risk behaviour in health and the effect of interventions in influencing health-related behaviour in professionals, patients and the public

- \*Evaluation of preventative actions

Including the evidence base for early interventions on children and families, support for social and economic development

- \*Understanding of pre-determinants of health including the effect of social cohesion on health outcomes

# Public Hygiene:

- Public hygiene includes public behaviors individuals can take to improve their personal health and wellness. Topics include public transportation, food preparation and public washroom use. These are steps individuals can take themselves. Examples would include avoiding crowded subways during the flu season, using gloves when touching the handrails and opening doors in public malls as well as going to clean restaurants.

# Economics of public health:

- The application of economics to the realm of public health has been rising in importance since the 1980s. Economic studies can show, for example, where limited public resources might best be spent to save lives or cause the greatest increase in quality of life.

- **Public health topics:**
- Health & Hygiene, Hand Washing, Menstrual Hygiene, Oral Hygiene, Nutrition, Dengue, Breastfeeding, Anemia, Tobacco Sensitization, Immunization and Cancer.
- **Mental Health:**
- Mental wellness or good mental health is feeling, thinking, and interacting in ways that help you enjoy life and deal effectively with difficult situations. It is a feeling of emotional and spiritual well-being that respects the importance of culture, equity, social justice, relationships and personal dignity (Centre for Health Promotion, University of Toronto, 1997).



- **Benefits of Mental Wellness**  
Mental wellness gives you a sense of
  - 1.self-worth
  - 2.dignity
  - 3.belonging
  - 4.problem-solving
  - 5.self-determination
  - 6.tolerance
  - 7.acceptance and respect for others

- Breast Cancer is rapidly rising amongst women in urban areas and it is the most common cancer in India. Early detection is essential in its management and treatment. Due to ignorance, fear, and social stigma many women present with stage III or IV cancer which requires surgery and extensive treatment.
- Cervical Cancer is the second most common cancer among women in India. It is the only preventable cancer and it can be detected in the pre - cancerous phase and cured.
- Oral and Lung cancers are highest among men and women in the urban as well as rural population and these can also be prevented to a large extent. Therefore, making people aware of the dangers of chewing tobacco and smoking is of great importance.



- **Hypertension**
- Hypertension can also cause strokes by blocking or bursting arteries that supply blood and oxygen to the brain, as well as kidney damage, which can lead to kidney failure. High blood pressure causes damage to the heart by hardening arteries and decreasing the flow of blood and oxygen to the heart.