Communication and Health Promotion in Diverse Society

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**Abstract**

Communication and health promotion in diverse society entails that the community with a diverse culture are bound to have better health care and promotion compared to communities that are of only one culture. The communities with diverse culture normally embrace the different cultures by incorporating the suitable practices that favor everyone’s health and better living without biases. The diverse community normally embraces the emerging trends of the dynamic world, the emerging health challenges and the quick response to the emerging challenges. The diverse communities ensure technology is in place like television, radio, print media internet among others. These ensure easy transmission of health information across the community. The emerging health challenges like the menace of cancer are also taken into consideration with the invention of chemotherapy and radiotherapy equipment to reduce and kill the cancer cells. The good infrastructure in this kind of setting ensures the use of mobile networks to improve the quick responses to medical need. The infrastructure also ensure that ambulances reach people in every corner of the community are so that they are taken to health centers or hospitals in due time. The communication and health promotion also ensures that people are aware of the health dangers and the resolution that should be taken, it also assists people to find support and care, escalate demands for suitable services for health and reduce demand for unsuitable services, communities assists individuals to make complicated decisions related to health, influences public agenda by encouraging positive transformations, ensures that diverse culture has good services, ensure that current trends are included in such promotions so that the society is at par with the dynamic nature of the world among others.

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Health communication involves the study and usage of communication tactics to send a message as well as influencing people and the societal decisions making that improves health. It takes place on a one on one foundation. It is highly identified as a required component of the struggle to enhance individual and public health. In a diverse society, health promotion and communication should be done in a very intense and calculated way so that people get the health message and do not misinterpret (Kreuter et al. 2014). Therefore, this paper focuses on communication and health in diverse communities.

The importance of effective health communication in a diverse society ensures that people are aware of the health dangers and the resolution that should be taken. For example, in a society whereby some of the populace practice female genital mutilation, it should be made public that this practice has a lot of health risks to the victims like death cases, emotional problems, physical problems, contraction of HIV and AIDS among others. The people practicing it in this kind of diverse society should be educated by the health organizations and other individuals in the society to stop this kind of practice so that they can stop such fatal occurrences on the victims.

These kinds of health promotion in a diverse community provide positive skills and motivation. For instance, when society is aware that HIV and AIDS are transmitted through sex, society tends to be very careful in choosing partners. They tend to have the skills of protecting themselves from contracting HIV and AIDS. They also try to practice abstinence so that they can avoid the diseases at all cost. Those who are sick already of the disease normally seek guidance and counseling from various people in the diverse community so that they do not lose hope in life and get the motivation of how to live positively with HIV and AIDS (Gutman & Salmon, 2014). When people of different cultures realize that there is a health menace that is compromising their lives, they tend to work closely so as to overcome the dangers and fears of this menace and try to be positive about it unlike people of one culture can see it as an evil thing and excommunicate those who have it or even kill the members of the community who are said to be having such a disease.

Effective health communication also assists people to find support and care. When people of different cultures come together, they tend to gather ideas and come up with a positive solution that will help them curb health menace. They tend to want to support each other by seeking external supports from different people across the world. This increases the chances of curbing the menace. But in a single society, it may lack proper care and support since the resource persons are limited.

Diverse community health promotions escalate demands for suitable services for health and reduce demand for unsuitable services. For instance, there are some crude self-services that can be practiced by certain communities and that may not be approved by a diverse society. like antenatal care, birth, and postnatal care. Many societies across the globe currently believe in proper antenatal, postnatal and birth process. During antenatal, a woman should be immunized, scanned and given iron medications to take care of the unborn baby. At birth, the delivery process should be done by a specialized person so that child or mother immortality at birth can be reduced (Wakefield Et al. 2017). Postnatal care involves the immunization of the child so that the child can grow up healthy and free from preventable diseases like polio and measles.

This process, in some single culture societies, can be neglected since some cultures believe in giving birth traditionally thus making the unborn baby and the mother at risk of dying or contracting infections. Therefore, health promotions in diverse communities can lead to individuals getting proper health by increasing the necessity for appropriate services for health and reduces the demand for unsuitable services that can pose risk to the members of the diverse society.

Communication health promotion in diverse communities assists individuals to make complicated decisions related to health. Like in the case of fatal diseases like cancer, a diverse community health promotion can get a doctor who knows more about the illness. For instance, a person suffering from bone marrow cancer may die of it eventually. When a person in such a society is diagnosed with this disease, he or she can be advised that they may not live too long as they expect. Therefore, the patient is told not to make long term plans for themselves but organize themselves since death is coming way too soon. This may be a very difficult instance in life but the patient tends to organize himself in issues like distribution of wealth so that there is no chaos upon his demise. The person is also prepared for death and lives positively with the reality awaiting. This is a message you cannot tell certain people of certain cultures. Therefore, communication health promotion ensures that people make complicated decisions in matters concerning health.

Communication health promotion also influences public agenda by encouraging positive transformations. This may be helpful in a situation whereby there is male chauvinism. In certain societies, men regard themselves as superior and take women matter as none of their business so long as life goes on. For instance, recently in a community in Kenya known as the Pokot community, the transformation was vivid when men were advised to accompany their women to deliver in hospitals. This is a move that the Pokot men have really embraced. They were told that when their wives are pregnant, even them they should feel the same so that they can understand what their wives are going through (Vaughan, 2015). This is a practice that is obvious in diverse cultural communities. Men normally accompany their wives to hospitals during labor. Therefore, communication promotion has ensured that it influences the public and promotes positive transformations.

Health communication promotion ensures that diverse culture has good services. The services include ambulance services that help bring the patients to the hospitals, cesarean deliveries to help women who are unable to deliver normally, proper surgery that will be successful in many occurrences, highly qualified medical professionals with different specialties like dentists, gynecologists, pediatricians, cardiologists, and clinical officers among others. The different services in the health sector ensure that every patient having any kind of illness in the body is able to get treated (Sabogal, 2016). Therefore, this kind of services is difficult to find in a single cultural community since there will be no diverse knowledge for all these specialties.

This kind of health promotions improves advantageous social norms that promote better healthy living in the community. The health promotions teach people to care about each other, treat each other equally and to ensure cleanliness so that people do not contract avoidable diseases like cholera and dysentery.

The health care promotions in the diverse communities also ensure that current trends are included in such promotions so that the society is at par with the dynamic nature of the world. Like the transmitting of information via the media like televisions, radio, and billboards, printed educational materials as well as social media marketing ways. The promotions also emerging challenges like terminal diseases like cancer and diabetes. There are also quick responses to emerging challenges in this kind of community. In this situation, you find that there is an immediate response to health responses since there is the availability of communication gadgets like mobile phones and easy access to hospitals via phones. Due to good infrastructures, the ambulances are able to come in the rescue in time and the qualified personnel available to facilitate the quick responses to urgent medical care.

In conclusion, normally people with hugest health predicaments have the least access to health information, communication technologies, supporting social services and health care. The diverse community has essential skills in multicultural evaluation, openness to learning, flexibility in practice and design, ability to recognize cultural biases, the capability to mediate and translate to diverse groups and also understand the historical oppression. Therefore, the communication and health promotion in diverse communities has ensured proper health care among the people.

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