Urban Health - Communication

Dr. K. Srinivas, Ph.D
Research Officer,
Regional Centre for Urban and Environmental Studies
Osmania University, Hyderabad
This session is about....

- Urbanisation
- Urban Health
- Communication as a tool
- Strategic Planning, Implementation
- Information, Education and Communication
- Behaviour Change Communication
- Channels of Communication
- Success Stories

Methodology: Brainstorming, Interaction, Experience Sharing, Question and Answers and Group Work

Time: 1hr 30 min
“A healthy city is one that is continually creating and improving those physical and social environments and expanding those community resources which enable people to mutually support each other in performing all the functions of life and developing to their maximum potential.”

..........World Health Organization (WHO)
A Healthy City aims to
To create a health-supportive environment,
To achieve a good quality of life,
To provide basic sanitation & hygiene needs,
To supply access to health care.
Urban Population as per 2001 (Census): 286 million (27.8%)

Urban Population as per 2011 (Census): 387 million (31%)

Urban Population estimates by 2030: 600 million (40%)
Urbanisation affects Health

- Physical
- Social
- Availability and access to health services
Urban Health – Global Scenario

- Water born diseases
- Air borne diseases
- Heart attack/Cancer
- Traffic injuries
Basic Concepts

- People may not
  - Understand the message
  - See themselves as vulnerable
  - Trust the bearers of the message

- People may
  - Think the short-term benefits of current behaviors outweigh the long-term risks
- Some “healthy choices” are costly
- Recommended behavior may conflict with beliefs
  - After all, people believe that diarrhea is a common disease and is not so serious

Can you name more reasons?
- IEC is a process of working with individuals, communities and societies to develop communication strategies

- These strategies support positive behaviors that
  - Promote health
  - Are *appropriate* to their settings
Develops communication strategies

- To promote positive behaviors that are *appropriate* to their settings

  **AND**

- Provides a *supportive environment* that

- Will enable people to initiate and sustain positive behaviors
What Makes an Environment Supportive?

- What can Families do?
- Resident Welfare Associations do?
- Local organizations do?
- Community leaders do?
- Health workers and managers do?
- Policymakers do?
Therefore, BCC is...

- ...a process of promoting and sustaining healthy changes in behavior in individuals and communities

- This process calls for participatory development of appropriately tailored health messages and approaches

- These messages and approaches are conveyed through a variety of communication channels

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**7 Steps of BCC**

1. Un Aware
2. Aware
3. Concerned
4. Knowledgeable
5. Motivate to change
6. Trial Change Behavior
7. Sustained behavior change
Before individuals can reduce their risk/change behaviors they need to

- Understand basic facts about water born diseases
- Develop favorable attitudes toward preventive interventions
  - Hand wash
  - Drinking tap water
  - Sanitation
- Learn a set of skills to implement interventions
- Have access to appropriate commodities and services
- Perceive their social, economic and political environment to be supportive of practicing diarrhea prevention behaviors
What can BCC do?

- Increase knowledge about diarrhea
- Stimulate community dialog to stop diarrhea
- Promote essential attitude change toward diarrhea prevention
- Reduce stigma and discrimination against poor people who suffer frequently from diarrhea or other water borne diseases
- Create demand for information and diarrhea services
- Advocate for more diarrhea resources
- Promote services for prevention, care and support
- Improve skills and sense of self-efficacy in using diarrhea interventions
<table>
<thead>
<tr>
<th>Method</th>
<th>How Method Helps Change Behavior</th>
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<tbody>
<tr>
<td>Posters, counseling cards, brochures</td>
<td>Provide information</td>
</tr>
<tr>
<td>Radio, TV, songs</td>
<td>Remind people about diarrhea action</td>
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<tr>
<td>Stories, dramas, plays</td>
<td>Present role models for behavior change</td>
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<tr>
<td>Discussions</td>
<td>Provide opportunities to plan for solving problems</td>
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<tr>
<td>Peer groups</td>
<td>Provide encouragement</td>
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Visual aids help to enhance understanding

Visual aids include

Posters
Counseling cards
Flip charts
Videos
Story telling

Stories facilitate understanding and are used to pass down a society’s traditions, values and norms to future generations.

Stories could include

- Folktales relating to diarrhea disease, (e.g., how misunderstanding the cause of diarrhea led to the death of a child or pregnant woman)
- Testimonials
- Cartoon stories
Composing Songs

- Songs reinforce knowledge and help to internalize understanding.

- Adapting or composing songs about prevention, complete treatment can help the people.

- Songs composed in the local language convey ownership and make issues indigenous.
Theories about behavior change, for example, propose that people develop confidence and willingness to perform a new behavior when they can observe others in their community doing the same.

Therefore, role play and drama can build people’s confidence in performing a new skill or practice.
Thanks

Dr. K. Srinivas, Ph.D
Research Officer,
Regional Centre for Urban and Environmental Studies
Osmania University, Hyderabad.
Mobile: 7893334185; email: srinivascomms@gmail.com