



THE ROLE OF HEALTH COMMUNICATION IN THE TREATMENT OF DIABETES PATIENT

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Abstract

Diabetes is an 'ice berg,' the rising prevalence of diabetes in India is closely associated with rapid increasing industrialization and urbanization. Unfavorable modification of life style and dietary habits that are associated with urbanization are believed to be the most important factors for the increasing number of diabetes patients in India. The present article is briefly focused on the importance of health communication in the context of diabetes patients, the role of health communicator in the treatment of diabetes patients etc. The present article is also focused on the basic goals of health communication.

Keywords – Diabetes, Health Communication, Role of Health Communicator.



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Introduction – Diabetes is an 'ice berg.' Although increase in the prevalence and incidence of type 2 diabetes patients have occurred globally they have been especially dramatic in societies in economic transition in newly industrialized Countries and in the developing countries like India. Now, type 2 diabetes has escalated in all age groups and especially it is being seen in younger age groups. Unfavorable modifications of life style and dietary habits that are associated with urbanization are believed to be the most important factors for the development of diabetes. Health communication has an important role in any action and treatment that aims to improve health of diabetes patients.

Health communication is not just an element of the treatment of diabetes patients. Health communication has had some what impressive results in reducing the frequency of certain chronic issues or problems related to diabetes, such as foot ulceration, amputation etc. Imparting knowledge and education to diabetes patients is a compacted process. The persons affected by diabetes learn self-management skills and make life style changes to manage the health problems related to diabetes and avoid the complications related with health disorder due to diabetes. The health communication process needs a partier of the skills in interpersonal processing, listening, speaking, observing, analyzing, evaluating etc. The term health communication is thus very important for the health improvement of the diabetes

patients. This term also used as a “Health Education,” which itself suggests upward and downward communication of knowledge? Health communication is the foundation of a preventive health care system.

Effective communication between patient and health communicator, where medical professionals address psychologically and behaviorally demanding chronic diseases like diabetes. Many diabetes patients find themselves unable to follow recommended medical regions and life styles (that is a healthy diet, regular exercise etc.) which make them more prone to diabetic complications, leading to poor quality of life.

A professional diabetes care address multidisciplinary team approach, such as physician, dietician, psychologist etc. Patients’ satisfaction with communication refers to overall satisfaction with the multidisciplinary team of diabetes care that may have a significant impact. The need of health communication in the context of diabetes patients and the role of health communicator in the treatment of diabetes patients are specifically focused in the present article.

The Need of Health Communication for Diabetes Patients – Diabetes is a chronic and incurable disease. It makes impact on the life of the very important for the successful care of diabetes. The major aim of health communicator is to impart knowledge pertaining to diabetes and to increase the confidence among the diabetes patients. Diabetes patients, if not communicated with a proper way, can lead to various complications like, neuropathy, nephropathy, retinopathy, hyperlipidemia diabetes foot ulcers, infections etc. All these complications adversely affected on the life style and quality of life of the diabetes patients. Proper health communication and counselling improves the quality of life of the diabetes patients.

There is a need of more health communicator for the wellbeing of the diabetes patients, not only in urban areas but also in rural areas. In urban areas, at least in some big cities, 30% to 40% of diabetes patients can reach through a health communication facility. However, in rural areas and also in backward communities this percentage may drop to zero. The health communication is the only way to activate patients to determine a comprehensive self-management plan that will minimize patient’s health outcomes. Through a proper communication, the communicator can explore the meaning and implications of the health related issues in the context of the patients’ personal, social and cultural background and in the context of their behavior etc.

For individual diabetes patients, effective health communication can help to raise the awareness of health risks and skills required to reduce the health related issues. A proper health communication can help to the diabetes patients to find support from other people in similar situation and affect or reinforce attitudes. The health communication for diabetes patients is important and needed with a view to make available information and to help in making complex choice like selecting health plan, selecting of health care providers and treatment methods.

The practice of health communication is also important and needed for health promotion public awareness and prevention of diabetes. It is revealed that, medicines from doctors are not used by the patients, because there is lack of awareness and lack of proper communication in grass root level and this leads to underutilization of the service by the diabetes patients. Effective health communication can solve this problem. Diabetic patients, if not properly communicated, undiagnosed or inadequately treated, develop multiple chronic health related complications, which lead to irreversible disability and death. Coronary heart disease and stroke are more common in diabetes than in general population. Microvascular complications such as diabetic renal disease and diabetes renal disease and diabetic retinopathy and neuropathy are serious health problems resulting in deterioration of the quality of the life and premature death of diabetes patient. A proper health communication can prevent these problems. Unfortunately, in India, there is still inadequate awareness about the real dimensions of the diabetes problem among the general people. There is also lack of awareness about the existing health communication system for preventing diabetes and the management of health related complication etc. Therefore, there is a need of proper health communication system.

Health communication for diabetes patients is a significant means to achieve pharmaceutical care. Health communication for diabetes patient is elaborated as a providing medication concerned information orally or in written form to the patients or their relative, regarding direction of use advice on side effects, precautions and storage, diet and life style modifications. The counselor's role in taking care of diabetes patients has widened due to increase in number of therapeutic agents to treat diabetes patients. The counselor cans imparting knowledge to the patients pertaining to the proper utilization of medication, screening for drug interactions etc. The counsellor can also explain monitoring device and make suggestions for ancillary products and services. The communicator can promote

optimal health and wellbeing for diabetes patients and their care Taker, communities and populations at risk of or affected by diabetes using a range of specialized knowledge and skills. A good health communicator is able to integrate self-management education of diabetes along with clinical care as a part of a therapeutic intervention to promote social and psycho-physical wellbeing.

A well trained health counsellor followed a patient oriental approach to the provision of self-management education pertaining to diabetes to guide them with a view to recognize their health problems and risk at individual level and to explore the meaning and implications of these problems and risks pertaining to the patients socio-cultural background and in terms of their current behavior. Through a proper counseling health counselor can activate patients to determine a comprehensive self-management plan that will maximize their health outcomes. Health counselor uses an approach of an empowerment with a view to guide diabetes patients to develop their self-responsibility and to achieve self-mastery. Health counselor use impartial, reflective and empathetic listening to clarify client beliefs, problems and concerns. Health communicators are using various tools to assess psychological conditions of diabetes patients as a part of their interventions. The health counselors are good communicator with a view to address such assessments to the patients and discuss various options available to address them.

Various social determinants of related to health may affect diabetes and cardiovascular risk factor control and serve as important target for health counsellor intervention for diabetes patients. A health counsellor as a part of primary care team may be suited to address the social determinants of health. Health counsellor most often addressed social determinants in the role of resource broker, by helping diabetes patients in applying for medication help. Apart from this the health communicators by increase self confidence in diabetes patients and through the effective health communication, communicator can ensure better compliance to treatment and facilitate decision making on the part of the patient

There are some important basic goals of a health communication in the context of diabetes patients which are discussed in the following.

The basic Goals and Approaches of Health Communication in the context of Diabetes Patients.

- 1) The health Communicator's main goal is to induce patients and their relatives to accept the disease of diabetes and its related problems.

- 2) To impart information to the patient regarding the diabetes, its cause, its cause and possible problems related to the diabetes is another important goal of health communication.
- 3) To realize the importance of the diet regulation, exercise, treatment with medicine, diabetes control with urine and blood test and share greater responsibilities in daily management of the disease is the third goal of the health communication.
- 4) To make diabetes patients more and more independent in taking their own decision pertaining to the treatment.

These are the most important basic goals of Health Communications in the context of diabetes patients. Actually, to achieve these goals is a complicated process, and it depends upon the ability of the health communicator, receptivity of the patients, methods adopted by the health communicators to impart knowledge, follow up techniques and assessment. For this purpose a well-trained health communicator adopts various communication approaches such as one to one education, visiting nurse or social workers, group education, printed materials (pamphlets, magazines, books etc.) audio-visual instruments camps, organization of public awareness camps etc.

Conclusion – Health communication is a continuous process by which the diabetes patients are very much benefited in all aspects like awareness knowledge, self-care bearing and psychological support relating to the diabetes, prescribed treatment care, health and illness behavior to deal with the major global problem of diabetes, there is a need of proper health communication, system with a view to introduce diabetes preventive steps in the society. There is also a high requirement of nationwide diabetes awareness programmes and education programmes which will make the public health care system more effective in India. Through the proper health communication, communicator can provide support by encouraging diabetes patients to talk about their concerns or fears about diabetes communication also help the patients to learn the things that they can control and offer ways to cope with the things which cannot be changed. This also indicates the role and importance of health communication for diabetes patients.

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