

## **Behavior change for Universal Health**

### **What is the issue?**

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- WHO commemorates this year's World Health Day (April 7) with the theme “Universal Health Coverage: Everyone, Everywhere”.

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- It is essential to understand at this point that healthcare policies incorporate the behavioural component in it.

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### **What are the concerns?**

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- Health clinics that are accessible and affordable still go unutilised in rural and under-served people.

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- Behavioural patterns, old traditions, conventional beliefs, and habits have a strong hold on people.

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- There is a long entrenched practice of going to untrained and unqualified doctors.

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- There is evidently a lack of trust on existing scientific healthcare models.

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- All these in turn affect the success of healthcare efforts.

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### **What is desired?**

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- The low turnout witnessed at health outlets call for a shift in the approach.

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- It takes concerted efforts to address this which include:

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- i. breaking various myths
- ii. sharing continued education and awareness
- iii. rendering door-to-door services especially for women and child care

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- Notably holding camps and reaching out to the villages proved to be more effective.
- It triggered a change in the behavioural patterns of the villagers who began trusting a scientifically sound model.
- They started moving away from the traditional practices.

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## **What should policies aim for?**

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- Modifying individual behaviour is essential for the success of any public policy promoting health awareness and healthcare delivery.
- Effective people participation and engagement is significant.
- More interactive health policies are likely of developing public understanding, appealing to a larger consciousness and modifying habits.
- The health models need to be thought-out and viewed from public behavioural psychology during inception and while being drafted.
- Social media, digitisation, tele-assisted medicine, video and audio campaigns can play a significant role in reaching out to people.

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**Source: BusinessLine**

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