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
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ii. sharing continued education and awareness
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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.
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- It triggered a change in the behavioural patterns of the villagers who began trusting a scientifically sound model.
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- 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.
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- Effective people participation and engagement is significant.
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- More interactive health policies are likely of developing public understanding, appealing to a larger consciousness and modifying habits.
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- The health models need to be thought-out and viewed from public behavioural psychology during inception and while being drafted.
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- 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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