



Research Article

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The correlation between health and health communication with multi-dimensional development

Sakshi Verma, Mayank Bharadwaj*, Paramveer Singh

Department of Mass Communication and Media Studies, Central University of Punjab, VPO- Ghudda-151401, District Bathinda, Punjab, India

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ABSTRACT

Health communication is the basis for health literacy, and health literacy helps boost the health of an individual and hence the health of a nation. With time, health literacy has also left its traditional path and become digital, i.e., in this digital era, the concept of digital health literacy has evolved. Both health literacy and digital health literacy are part of health communication and are an essential part of the health infrastructure of any nation. The health of any individual is responsible for his/her multi-dimensional growth. Good health increases work ability and production. If the health of family members is well, the family won't spend money on problems related to health, and it will stabilize their economy. For a good social life, good health is very important. A mentally and physically well person has a good social life. This multi-dimensional growth helps the nation's development and the nation's development develop its citizens. We need to focus more on health communication for this cycle to grow. This paper talks about the impact of health on these aspects of human life.

INTRODUCTION

All communication acts contain both a ceremonial and a transmission element since communication is the symbolic exchange of shared meaning. The dialogue can be in any form and on any topic since every dialogue has a distinctive feature. Similarly, the dialogue related to health is important. Today, the entire human race is much more conscious about its health than before; in such a situation, the importance of health communication increases a lot. Good health is important not only to get materialistic happiness but also for spiritual calmness. Many philosophers and thinkers emphasized good health. "To keep the body in good health is a duty...otherwise, we shall not be able to keep the mind strong and clear". In this quote, Buddha is telling his disciples about the relationship between physical and mental health; both are inseparable. When we talk about health, it is not limited to physical well-being but also includes mental wellness. There is a

strong relationship between mental and physical health (Ohrnberger *et al.*, 2017).

In terms of India, the necessity of health communication is much more required. The Global Health Security (GHS) of India is very low. The country ranks after 65 nations, i.e., 66th (Johns Hopkins Bloomberg School of Public Health, 2020). Its rank of India in the global hunger index is also very low. The rank is 101st for the year 2021 which is even lower than the year 2020 (Welt Hunger Hilfe, 2021). The health situation of any nation is evaluated using a variety of criteria. The GHS index is based on several factors, including access to communications infrastructure, supply chains for the healthcare system and workers, communications with healthcare workers during public health emergencies, and the capacity of clinics, hospitals, and community care centers for providing healthcare (Johns Hopkins Bloomberg School of Public Health, 2020).

Since the last few years, health communication is continuously working as a form of development

*Corresponding Author: Dr. Mayank Bharadwaj

Address: Department of Mass Communication and Media Studies, Central University of Punjab, VPO- Ghudda-151401, District Bathinda, Punjab, India

Email ✉: mayankbharadwajmayukh@gmail.com

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communication because it helps to promote national development by affecting the various factors of growth like educational development by increasing literacy levels within the people of the nation, social development by making healthier relations within the society and informed them about various health issues on time to time and with this it also helps to develop financial growth by making nation healthier.

The method by which one strategic intervention has been made for the welfare and advantages of society is through development communication. This process gives light on the communication for developments. These communications can be related to various components of social factors like economic, financial, environmental, and public health. A healthy lifestyle decreases production losses caused by worker illness, improves adult productivity due to better nutrition, lowers absenteeism rates, and enhances student performance (Mexican Commission on Macroeconomics, 2005). It is undeniable that the development of any community or country is primarily concerned with its citizens' health, making research on this subject more pertinent and important than ever. Optimism over public health, the introduction of new communication technologies, and the moderating of expectations by social science research all combined to create a pattern that became well-known over the course of decades and is still well-known in the age of digital media. A healthy lifestyle for the public can promote and enhance the various developments within the nation. A healthy lifestyle is very important in a person's life. A healthy person is an asset to the nation, but an unhealthy person causes the nation to lag in different development activities and increases the economic burden.

Health is related to different aspects of society, and thus it affects highly. The health majorly impacts the following:

- Education Level
- Economic Stability
- Formation of a better Society

Involvement of Health in the Enhancement of the Education System

Health and education or literacy are both interlinked. Education is necessary for good health, and health is important for good education. Reading ability is related to knowledge about health and health care, hospitalization, global measures of health, and some chronic diseases. People who read at lower levels are generally 1.5 to 3 times more likely to have an adverse outcome than those who read at higher levels (Dewalt *et al.*, 2004). Health literacy is often highly associated with a higher level of education (Corrarino, 2013). From this literature, it can be concluded that literacy affects health literacy. The word "health literacy" alludes to the acquisition of knowledge, personal skills, and confidence to improve one's own

and the community's health by changing one's lifestyle and living conditions (WHO, 2013). Knowledge, skills, reasoning, effectiveness, and a wide range of other talents are all improved through education and can be used to promote health (Mirowsky & Ross, 2003). It was hoped that spreading knowledge would eventually result in a world free of sickness (Tesh, 1988).

Similar to how education and health are dependent on one another. In addition to being extremely important in the lives of adults in general, good health is also very important in pupils' lives. Even students need to be healthy because their future and academic career depend on it. It's always challenging to understand how education and health are related. Health and academic achievement are significantly related. Evidence shows that healthier children are at a lower risk for school problems. Good performance is directly proportional to health, and unhealthy conditions cause a higher probability of school failure, poor concentration levels, grade retention, and dropout (Matingwina, 2018). Physical health and cognitive function frequently go hand in hand (Dewa & Lin, 2000). Children in medical discomfort are, therefore at risk for poor academic performance (Spernak *et al.*, 2006). Poor health not only contributes to inferior educational achievement but can also hinder academic progress. Health behavior is closely related to academic achievement (Shaw *et al.*, 2015). A candidate with greater education has a higher chance of finding employment and a job that offers health-promoting advantages like health insurance, paid time off, and retirement in today's knowledge economy (Baum *et al.*, 2013). Education serves as both a growth stimulus and a stand-alone health intervention. Higher levels of education among mothers increase children's nutrition and vaccination rates while lowering HIV, maternal mortality, and preventable infant deaths (UNESCO, 2020). Health education is an important part of holistic health care, where the orientation towards the prevention of health care problems and individuals' wellness (Kreps, 1990). Effective health communication education can help healthcare consumers and provides develop both knowledge and skills about communication in health care, helping consumers and providers develop health communication competencies (Ruben, 2016). It is true that encouraging education benefits much from being in good health.

The Role of Good Health in the Enhancement of Economic Stability

Any civilization and economic activity depend on good human health. As we can see from the current pandemic, the COVID-19 disease's contagious effects have impacted worldwide health conditions while disrupting several economic operations due to its infectious nature. An economy loses its capacity to create competitive



productivity without excellent health, which could subsequently impede economic growth. In general, when a pandemic disrupts the state of the world's health, a serious global economic crisis may follow, as has been the case with the COVID-19 pandemic since 2020 and may continue in the years to come (World Bank, 2022). According to endogenous growth theories, human capital is a significant source of endogenous growth, which emphasises that economic growth is an endogenous product of an economic system (Romer, 1990). The economy's dependence on the health sector is growing. Health is an important economic sector for all G20 members, and in many, it is the most significant economic sector. In Germany, for instance, more than 6 million people work in the health economy compared to less than 1 million in the automobile sector, and the health sector contributes about 315 billion Euro to the economy, or roughly 11.2% of GDP, with an annual growth rate of about 3.5%. Turkey will have a 5–6% CAGR increase in per-capita healthcare spending. China's estimated \$705 billion in healthcare spending is forecast to rise 20% yearly, while the Indian healthcare market is anticipated to reach USD 280 billion (Ganten, 2020). Less expenditure of hospital, deduction of expenditure by the govt on health. The economy's dependence on the health sector is growing. Health is a significant economic sector for all G20 members; in many, it is the most significant economic sector.

Health is essential for the development of an individual, which further helps in the development of a nation. The per capita income of any nation is directly linked with health. Good health enhances productivity and also improves the education level because a healthy person can focus more on anything than an unhealthy person, which further helps the nation (Bloom & Canning, 2000). Longer breastfeeding and less stress on women's reproductive system increase their productivity. It is noted that in a country whose citizens are healthier, the growth is 0.3% to 0.5% fast than their counterparts whose health is weak (Bradshaw *et al.*, 2007). Health is also very important for sustainable development. Health promotes economic growth because it lessens output losses brought on by worker disease. It also oversees educational advancement (World Health Organization, 2005). Simply put, healthy workers tend to be more productive and energetic, encouraging increased output.

The Role of a Healthy Population in the Formation of a Better Society

In society, health communication is used as a sociocultural practice. Its roots can be seen in the earliest attempts to inform, caution, and change the behavior of people and communities when faced with public health issues at the birth of human civilization. People use different forms of communication as a daily information source and a form of enjoyment. The same media are employed for

health communication. In a movie theatre, for instance, advertisements about quitting smoking, cancer, etc., are a type of health communication that also informs the audience. Real-world examples illustrate the dangers of smoking and consuming tobacco products. The stories inform the audience by appealing to their fears. People were talking to one another about the outbreak when Corona arrived. People were informed about the terrible situation generated by this, thanks to these chats.

Along with media, the people of society are also becoming the source of information sometimes; they tell each other about various consequences and effects of various illnesses. The motive of health communication is informing the people in society about various concerns of health; with this, it maintaining equilibrium within the society about public health communication as it is now understood, requires simultaneous advancement and innovations in the communication sectors as well as in the related fields of public health and social sciences. The history of public health communication from the late 1800s to the 1960s, which is when the "modern era" of public health began, is reviewed in this essay (Salmon & Poorisat, 2020). The East end, a less fortunate area of Richmond, Virginia, was one of the communities that the Centre on Society and Health (CSH) collaborated with as part of Engaging Richmond. This investigation into the connections between health and education served as a pilot project to discover how individuals may contribute to our understanding of this complicated problem through the prism of their personal experiences (Haux *et al.*, 2002). A person's and a society's continued and proper functioning depend on their health. A person's health is a basic requirement for doing daily tasks. Physical unwellness is a concern for society as a whole as well as for the individual. According to Dubos (1981), being healthy is being able to work. The ability to function to the degree one can accomplish what one wants does not imply that healthy persons are free from all health issues (Cockerham *et al.*, 1986).

A healthy person is someone who can serve themselves, their country, and their community. Individuals shouldn't be solely responsible for sustaining their health, even though they should play a significant role in doing so (Wikler, 2002). If society is responsible for promoting health and preventing disease, then individuals are also responsible for maintaining their health (Cappelen & Norheim, 2005). The presence of the illness among its citizens also impacts society because it reduces the productivity of the sufferers and makes them more reliant on it.

CONCLUSION

Health communication is very important for the overall growth of any country. The growth is based on the health of individuals because it is associated with different aspects of human life. Educational, social, and economic growth are directly linked with the country's growth. All

the governments all over the world are concerned with the health of their people. Organizations like UNESCO and WHO, among other non-government organizations, are also working for the better health of people all over the globe to enhance the position of countries in different health-related rankings like global health security, global hunger index, etc. Lots of budgets are allocated for health-related research. Good health is responsible for good education, a good economy, and good social relations with any individual. The concentration and the money will be invested in good education as they are not wasted on health issues & problems. Economic stability and strength also increase with the good health of the family.

Similarly, health is very important for social capital. People tend to establish relationships with healthy people. Good health allows an individual to be a better person in society. With time, the power and reach of digital technology are also increasing. People are using more and more digital devices in every field. Governments identified this power, and they are using digital technology in the health sector also. Indian government highly used the Arogya Setu app in the Covid-19 period, from monitoring patients to vaccination drive. The use of digital was to increase the prevention and cure of Covid exponentially. Governments are also well with health when we find them taking such steps. Thus, we can say that health is very important for an individual and a country. The health of any country is dependent on different things and mostly on the health of its citizen. In every developed society, the issue of population health is a central one that frequently affects how a large society is organized. The rural health structure should be strengthened, and each state must provide sufficient funds for its health sector. However, many efforts have been seen in the last few years in the health sector developments. In a nation with limited resources and significant health inequalities, establishing such a public workforce should be viewed as a tremendous accomplishment.

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