

# Role Of Media In Creating Awareness In Health Education: A Review

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## ABSTRACT :

The Medium encompasses a range of communication methods like print media, broadcast media, and digital platforms, which play a vital role in reaching and informing society. It includes print materials like books and magazines as well as channels like television and radio. Media serves as a tool for storing and delivering information, spanning print, electronic, and social media, among others. It keeps individuals updated on various aspects of life. In the modern world, media takes forms such as newspapers, TV, movies, social media, and more.

Media education is crucial in promoting health awareness, reaching different audiences through channels like mass media and tailored messages for communities and professionals. Mass media is pivotal in educating about health and influencing behaviours. While media remains an essential source of health information, excessive social media use can contribute to mental health issues.

Media's importance was highlighted during the COVID-19 pandemic, disseminating accurate information and countering misinformation. Health education methods utilize media tools and teaching aids. Health promotion occurs at various levels, and media awareness training is crucial for understanding information dissemination methods.

Media significantly influences culture, society, and public opinion, offering a platform for awareness, entertainment, and information exchange. It helps individuals stay informed about global events, but its effects are not without risks. Overall, a comprehensive understanding of media's methods, uses, and impacts is essential in today's world.

## Key Words:

Radio, Television, Newspaper, Social Media, Health Education, Health Awareness

## INTRODUCTION

The Medium encompasses various communication methods like radio, TV, newspapers, and social media, effectively reaching readers and followers of society. Print media refers to printed materials, such as books and magazines, which contain words and images. Broadcast media, Broadcast media includes information transmitted through one of several mass communication channels, such as television and radio. Media are the communication outlets or tools used to store the information and deliver information data. The term refers to components of the mass media industry, such as print, electronic, folk, social media, publishing, the news, photography, cinema, broadcasting, and advertising.

Media constantly updates a person about every technical, political, educational, art, business, and every field of our social life. Media is also essential to spread advertisements about a product or other public elements. It also helps a person develop themselves as per the society or world. In the Modern world they come in different formats like print media, books, magazines, newspapers, television, movies, video games, music, cell phones, and social media, software in different kinds of media. Media education gives good health education, awareness, and motivation to the general public in present days and it also carrying can provide health education on serious conditions affecting individuals and instruct on how to prevent them. If this is done, it will benefit people in the long run. Regular media coverage of health issues will encourage people to adopt preventative measures.

Health communication considers a variety of channels to deliver its targeted or tailored messages to specific segments among varied audiences, including individuals, communities, health professionals, special groups, and decision makers. Media can carry out health education on important diseases affecting people, educate how to avoid it, more preventive measures, on a long run if it is done, will help people. Health education is to be made available in the media on a regular basis and will help people to take precaution effectively.

The mass media approach in health education is one of education and notification. Mass media provides information about health-related issues and behaviours to educated people about a variety of issues. This education is intended to influence behaviours to increase good health and prevention. This includes local and national newspapers, television, radio, news websites, social media channels, blogs, and podcasts. Mass media is and will remain an important tool for disseminating health information, although continual evolution in the channels used is always expected.

This includes local and national newspapers, television, radio, news websites, social media channels, blogs, and podcasts. Mass media is and will remain an important tool for disseminating health information, although continual evolution in the channels used is always expected. However, multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts. Social media may promote negative experiences such as: Inadequacy about your life or appearance. It ensured that awareness messages on Covid-19, important government guidelines and free consultations with doctors reached everyone in the country. It strongly fought against the menace of fake news and misinformation on a real time basis. Methods of health education are the techniques or ways in which a series of activities are carried out to communicate ideas, information and develop necessary attitudes and skills for the promotion of health. Media are teaching aids through which health education is provided.

Four levels of health promotion are identified: environmental, social, organisational and individual. An understanding of the different methods for presenting information in newspapers, on television, on the internet, etc., and of the possible uses and dangers of these methods: Only staff who have received media awareness training are allowed to speak to the press. It sends us a ton of messages every day, many of which are messages that we usually do not even know we are receiving. The media is one of the biggest contributors to culture in our society, and it is important that we understand its effects. It provides a platform to create awareness among people. It provides us with entertainment. It provides a platform for free flow of information. It cannot be used to educate people.

It helps to know the current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach a large number of public, it is widely used to convey messages to build public opinion and awareness, it can be used to educate people with very little cost. An understanding of the different methods for presenting information in newspapers, on television, on the internet, etc., and of the possible uses and dangers of these methods. Only staff who have received media awareness training are allowed to speak to the press.

## PRINCIPLES OF HEALTH EDUCATION

- 1. Credibility:** Information presented in health education materials must come from reliable and trustworthy sources. Credibility ensures that the audience believes and trusts the information being provided. Using evidence-based information and citing reputable sources enhances the credibility of the educational content.
- 2. Interest:** Health education materials should capture the audience's attention and maintain their interest. Engaging visuals, relatable examples, and interactive content can make the information more compelling and relatable, encouraging the audience to stay engaged and receptive to the message.
- 3. Participation:** Active involvement of the audience in the learning process is crucial. Health education should encourage participation through discussions, group activities, and hands-on experiences. When individuals actively engage with the material, they are more likely to retain and apply the information.
- 4. Motivation:** Creating a sense of purpose and motivation is essential for learning. Health education should highlight the benefits of adopting healthy behaviours and the potential negative outcomes of not doing so. By emphasising the importance of the information, individuals are more likely to be motivated to make positive changes.
- 5. Comprehension:** Information should be presented in a clear and understandable manner. Complex concepts should be broken down into simpler terms, and technical jargon should be minimised. This ensures that the audience comprehends the information accurately and can apply it effectively.
- 6. Reinforcement:** Repetition and reinforcement help solidify the learned concepts. Health education should provide opportunities for revisiting and reviewing information over time. This repetition helps individuals remember key points and reinforces the importance of the message.
- 7. Learning by Doing:** Hands-on experiences and practical application enhance learning. Health education should encourage individuals to practice the behaviours being promoted. Whether it's through role-playing, simulations, or real-life applications, active participation reinforces understanding and skill development.
- 8. Known to Unknown:** Connecting new information to what individuals already know facilitates learning. Health education should start with familiar concepts and gradually introduce new ideas. Relating new health information to existing knowledge helps individuals build a foundation for understanding.

These principles collectively contribute to effective health education by ensuring that the information is credible, engaging, participatory, motivating, understandable, reinforced, and applied practically. Applying these principles can lead to improved health knowledge, positive behaviour change, and better health outcomes among the target audience.

## GENERAL HEALTH AWARENESS

General health awareness encompasses various important topics. These include understanding conditions like anaemia, diarrhoea, tuberculosis (TB), malaria, osteoporosis, and the causes of blindness, as well as promoting knowledge about sexually transmitted diseases (STDs).

Health awareness and promotion addresses behavioural factors such as the vaccination of families and pets, thorough hand washing, safe sex and practising good food hygiene. When people understand the risks of certain lifestyle choices, they know to start making changes.

General understanding and knowledge about health, healthcare and its services, health needs, diseases, and preventive measures. By raising public awareness about important health issues, healthcare campaigns can reduce ill-health and premature deaths from diseases that are treatable if they are addressed in time. The importance of health awareness campaigns lies in giving people the opportunity to take accountability for their health.

### Here are some strategies to develop an effective health awareness campaign

- 1. Define Clear Objectives:** Clearly outline the goals of your campaign. What specific health issue or behaviour change do you want to address? Whether it's promoting vaccination, healthy eating, or exercise, having well-defined objectives is essential.
- 2. Know Your Audience:** Understand your target audience's demographics, interests, values, and behaviours. This information will help tailor your message to resonate with them effectively.
- 3. Craft a Compelling Message:** Develop a concise and impactful message that communicates the key information. Use clear language, visuals, and relatable examples to make the message easy to understand and memorable.
- 4. Choose the Right Channels:** Select the appropriate communication channels to reach your target audience. Consider a mix of media, including social media, TV, radio, print, online platforms, and community events. Each channel should align with your audience's preferences and habits.
- 5. Utilize Storytelling:** Narratives and personal stories can evoke emotions and make the message relatable. Sharing real-life experiences can encourage empathy and understanding, motivating individuals to take action.
- 6. Leverage Influencers:** Collaborate with influencers or individuals who have credibility and a strong presence in your target audience. Their endorsement can lend authenticity to your campaign.
- 7. Employ Visuals:** Visual content such as info-graphics, videos, and images can convey complex information quickly and memorably. Engaging visuals can capture attention and enhance message retention.
- 8. Focus on Behaviour Change:** Provide actionable steps for your audience to take. Clearly explain what they can do to improve their health and how these actions will benefit them.
- 9. Use Data and Statistics:** Incorporate relevant data and statistics to emphasize the importance of the health issue. Numbers can make the problem more tangible and motivate action.

**10. Create a Call to Action:** Clearly state what you want the audience to do. Whether it's scheduling a check-up, adopting a healthy habit, or sharing the campaign with others, a strong call to action encourages engagement.

**11. Build Partnerships:** Collaborate with relevant organisations, healthcare professionals, and community leaders. Partnerships can extend the campaign's reach and credibility.

**12. Consider Cultural Sensitivity:** Tailor your campaign to be culturally sensitive and inclusive. Acknowledge diverse perspectives and values to ensure your message resonates with a wider audience.

**13. Offer Resources:** Provide access to resources such as websites, hotlines, or local clinics where individuals can get more information or seek help.

**14. Measure and Evaluate:** Set up metrics to assess the campaign's effectiveness. Track metrics like engagement, website visits, social media shares, and behaviour changes. Use the data to refine your approach in real time.

**15. Sustain the Momentum:** Keep the momentum going beyond the initial campaign period. Continue to share relevant content, stories, and updates to maintain awareness and encourage lasting behaviour change.

An effective health awareness campaign involves a combination of thoughtful planning, creative execution, and ongoing evaluation. By following these strategies, you can create a campaign that resonates with your target audience and drives positive health outcomes.

## DEVELOP A SUCCESSFUL AWARENESS CAMPAIGN

Awareness campaigns can encourage ongoing conversations on prevention topics like Aids, Malaria, Tuberculosis, and Covid-19, fostering community-wide efforts to prevent harmful behaviours. Health education campaigns should share basic information, promote healthy conversations, and increase awareness. Including these topics in awareness campaigns can create a successful and effective campaign.

## CONCLUSION

Mass media serves as a potent tool for disseminating health information and raising awareness, influencing people's attitudes and behaviours toward improved health. It plays a crucial role in conveying essential health messages through various platforms, effectively reaching diverse audiences. Health education, particularly in areas like food safety, relies on mass media to inform the public and promote safe practices.

Health education extends beyond physical well-being, encompassing moral values, equal opportunities, and healthy behaviours. It empowers individuals to make informed choices, leading to a healthier and more responsible society. By promoting knowledge about health issues, mass media contributes to better public health outcomes, reduced healthcare burdens, and enhanced overall well-being, creating positive impacts on both individuals and communities.

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