

The Impact of Health Awareness on Individuals' Health Behaviours

Dr. Benyattou Mebrouk¹, Dr. Chérifi Kahina²

¹University of Ammar Thlidji Laghouat, Algeria, m.benyattou.vac@lagh-univ.dz

²University of Mouloud Mammeri Tizi-Ouzou, Algeria, kahina.cherifi15@yahoo.com

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Abstract:

This study aims to know the extent to which individuals' health awareness affects their health behaviors. Individuals enjoy conscious actions acquired by their experience and education in their daily lives. Every day, they acquire new behaviors, whether they're together or not and, over time, they become the habits of individuals periodically. But our focus in this study will be solely on the aspect of community health where we will try to figure out the difference between a healthy and unaware individual's behaviors. The results are as follows:

- Individuals with a healthy awareness have healthy behaviors together.
- The health awareness of the head of the family affects the health behaviors of family members.
- Individuals acquire health awareness from the health education process from all available media means.

Keywords: impact, health awareness, individuals, health behaviors.

Introduction:

Health is a crown on every head, since the basis of mankind's presence above Earth is perfect health and wellness, God Almighty says in the Holy Koran: (Fig and olive, developed sinen, and this faithful country, we created man in the best calendar,...) In other words, God Almighty created the whole human organ recovered from all diseases and epidemics, But to maintain this health, individuals have to maintain it with prevention and healing. The best means of prevention is to develop health awareness by maintaining the process of health education from all available media means such as the Internet, television programmes, radio, magazines and other means, Because a healthy individual avoids the risk of potential illness, especially healthy eating and other healthy habits practised by individuals in their daily lives. From this point of view, our study examined the impact of health awareness on individuals' health behaviors. The general question is as follows:

* Does individuals' health awareness affect their health behaviors?

- How do individuals maintain their health using media?
- What are the ways of spreading health awareness to individuals within the community?
- What are healthy behaviour patterns?

Objectives of the study:

Our study aims to know the impact of health awareness on individuals' health behaviors.

Methodology used:

The descriptive curriculum was used to present various theoretical concepts in the study, and the analytical curriculum that relies on the collection, analysis and interpretation of information and data related to the study in order to arrive at findings and suggestions.

First: The nature of health awareness:

1-Definition of terms:

1-1- Health awareness:

"It is the knowledge of members of society about information and health facts and their sense of responsibility towards their health and the health of others through the intentional health practice as a result of understanding and persuasion to transform such practices into subconscious or thoughtless habits"¹.

¹Ahmed Mohammed Badah, and others: Health Culture, Dar Al-Masirah, Amman - Jordan, no year, p 15.

1-2- Health awareness:

The scientist "Thomas Wood" defined it as the sum of the individual's educational experiences that have a positive impact on his information, habits, and attitudes that are related to the individual's health and the health of society through educational means¹.

The World Health Organization (WHO) has also defined it as: "an educational process whereby the concepts and attitudes of individuals' health behaviour are changed to lead to the prevention, maintenance, improvement and rapid return to health in the event of illness without complications or with minimal complications and works to engage individuals positively in solving their health problems and involving them in the services provided to them"².

MERVET MORSI says: Health education is a process of art and skill that needs specialized experts to do and uses mass communication to insight and influence members of society to change perceptions, attitudes and behaviors. and to quit harmful habits to prevent and prevent disease and improve their health conditions and should be positively engaged to do so, It is a complement to the health, preventive and therapeutic services provided by the State³.

2- The most important stages of the development of the concept of health awareness⁴:

Health awareness went through several stages, which are:

2-1- The stage of relying on providing facts and information:

This stage emerged during the period from (1830-1920) and this period can be summarized in that all people need is health information, so if this information is presented to them in palatable doses, they will apply it.

2-2- The stage of decorating information and presenting it in an attractive way:

This stage emerged during the period from (1920-1940), and this stage can be summarized in presenting information in a way that moves feelings and emotions through humor, entertainment, songs and plays, and this depends on mass media and mixing propaganda with implementation.

2-3- The stage of organizing society:

This stage emerged during the period from (1940-1965), and it is the stage of caring for the needs of the masses and using educational methods and collective participation in solving problems and education through practice.

2-4- Behavioral approach:

Emerging during the period 1965-1999, the curriculum is based on a change directed at individuals and groups through its health information with a view to forming attitudes that lead to an improvement in behavioural patterns, so that individuals and groups have a responsibility to address health problems and pass legislation⁵.

3- Health awareness:

3-1- Definition of health awareness:

Connie defined it as the process of motivating students and persuading them to learn a healthy practice or the process of translating facts and well-known health concepts into healthy behavioral patterns that raise students' health level by following various educational methods⁶.

As Robert knew consciousness, he said, "Consciousness is the content of reason, it's everything we draw from the first-hand experience that shapes our perception, our feelings, our feelings, our perceptions, our thoughts, it's the general total of experience"⁷.

¹ Ben Mansour Ramadan: The role of websites in health education about cancerous diseases, PhD thesis in Social Communication Science, University of Laghouat-Algeria, 2019/2020, p 76.

² Mohamed Al-Hafnawi: Journalism and Health Awareness, First Edition, Dar El-Elm Wal-Eman for Publishing and Distribution, Egypt, 2014, p 134.

³ Mervat Morsi: The impact of the media on the development of health awareness in Egypt, an experimental study on an Egyptian village, unpublished doctoral dissertation, Cairo University, Egypt, Faculty of Media, 1985/1986, p 90.

⁴ Mohamed Al-Hafnawi: The previous reference, pp. 135, 136.

⁵ Ramadan Al-Taeb: Components and Stages of Health Education, Media Research Journal, Media Research and Documentation Center, Libya, 1993, p. 148.

⁶ Suzanne Dread Ahmed Zankanah: Health awareness and its source among students of Ibn al-Haitham College of Education, Diyala Magazine, issue 41, Faculty of Education, Baghdad-Iraq University, 2009, p. 3.

⁷ Robert Goldehson Longman: Dictionary of Psychology and Psychiatry, London, Lonyman, 1984, p17.

3-2- Stages of health awareness formation¹:

2-1- Preliminary stage:

This is done by accurately identifying the knowledge and health behaviors available to individuals.

3-2-2- Formation stage:

Identifying the appropriate approaches to building awareness, all of which aim to arouse motivation among individuals, and the most important of these approaches are the interests, needs and hopes they feel.

3-2-3- Application stage:

It is assumed that the situations are made available in terms of quantity and quality to citizens in order to enable them to apply the previously learned concepts and behaviors, and the awareness that has been formed, in order to ensure that the education and learning that has occurred has long-term effects on the individual's behavior.

3-2-4- Consolidation stage:

This stage is concerned with the process of enriching the previously learned and formed concepts, and ensuring their impact on the level of health awareness².

3-3- Ways to spread health awareness:

In order to spread health awareness, the following points must be available to members of society:

* Community members understand and comprehend that solving their health problems and maintaining their health and the health of their community is their responsibility in the first place before it is the responsibility of official bodies.

* Community members are familiar with health information specific to their communities, represented by health problems specific to the community, prevalent infectious diseases, the incidence rate of these diseases, their causes, symptoms, methods of transmission and how to prevent them.

3-4- Health awareness during the Corona virus pandemic "Covid-19":

The unprecedented spread of the COVID-19 pandemic is evident today in society's clear role in controlling the spread of the epidemic and reducing its risks to health, through serious and strict adherence to prevention instructions, and the health awareness of individuals is playing a crucial role in curbing the spread of the epidemic³.

The topics of health awareness and preventive precautions are currently considered the first topics of interest to various governmental and private organizations and associations. The spread of the virus has contributed to raising the level of health awareness of individuals for fear of spreading infections, by increasing the demand for the use of disinfectants and personal and public sanitizers (domestic, environmental,...). Fearing the spread of infection, such as monitoring how to sterilize and prevent pandemic infection through various media outlets, health awareness has spread among members of the community about ways of preventing diseases and methods of sterilization, abandoning some bad habits such as smoking, fast and ready eating, as well as the isolation of gatherings of whatever kind⁴.

Second: Health practice (health behaviour):

It is what the individual performs intentionally, and it stems from his adherence to certain values. Healthy health practices can be transformed into habits that are performed without feeling as a result of frequent and this responsibility of the family. The formation of habits begins with the child's habits before he or she understands or learns the foundations of these habits in terms of health⁵, Healthy habits are what the individual does without thinking or feeling as a result of frequent hand washing before eating.

A healthy practice, if clearly reflected in an individual's thoughts and experiences, benefits from the daily practice of him or her and his family, or communicates this information with his or her friends on social media sites.

¹ Mohamed Musayka, AbdelhalimChaouh: Health Culture and Community Awareness (Virtual National Forum), Ibn Khaldoun Center for Research and Studies, University of Aghouat, Algeria, 2020, pp. 16-17.

² Shahrazad Nawar, Kalthoum Qir: Health Culture and Health Awareness (A Reading of the Concept and Implication), an article published in the Social Empowerment Journal, University of Laghouat - Algeria, 2020, p. 353.

³The same reference, p. 355.

⁴ Shahrazad Nawar, Kalthoum Qir: The previous reference, pp. 355, 356.

⁵www.almstba.com, 25/11/2019, 22h19.

1- Dimensions of healthy behavior¹:

Preventive dimension:

It includes health practices that will protect people from the risk of contracting the disease, such as getting vaccinated against a particular disease, for example, or regularly reviewing a doctor for periodic examinations.

Maintenance of health:

It refers to health practices that will promote health and elevate it to the highest possible levels through physical activity and regular and permanent exercise.

After improving health:

Includes all health practices that will promote and promote health

To the highest possible level through physical activity and regular and permanent exercise².

2- Determinants of health behavior³:

The determinants of healthy behaviour are divided into:

Surrounding determinants:

* Physical ocean: climate, water, dirt, noise, etc.

* Social surroundings: friends, co-workers, relatives, family, neighbors... etc.

* Occupational environment: nature of work and factors affecting it.

* Health culture and media:

It consists of various messages sent by the media to different segments of society and its incitement to certain behaviors, and it thus has a positive or negative role on health, such as health culture advertisements, advertisements of alcohol, fat substances and other harmful substances⁴.

However, the effectiveness of the media in health education depends on the educational level of individuals and the economic level, the method and style of presenting the health message through suspenseful methods, the extent of the recipient's readiness for the message, and also the cultural level of the individuals⁵.

The use of electronic media to promote health is attractive and therefore increasingly used in the field of health care. In 2007, Corcoran indicated that the population should be encouraged to use modern technology as a means of obtaining health information. Any person using the Internet can be informed of the vast amount of information available on the web, called electronic health⁶.

It is also one of the conditions for conveying the educational message through the media⁷:

- Reach all people according to their needs.
- Focus on prevalent diseases.
- Be easy to accommodate by all members of society.
- Be continuous.

Personal factors:

* Mental health: It is one that guides the individual for the better.

* Knowledge: that is, awareness of health problems.

* Trends: The individual's beliefs are true or false.

* Practice: Behaviors prevalent within groups that may affect their members.

* Skills: They help individuals maintain healthy behaviors through the development of these skills.

3- Healthy behavior patterns¹:

¹ Rabab Halab: Level of Health Awareness and How to Get Health Information in Students, Master's Academic Memo, Mentoring and Mentoring, University of Mesaila, 2017/2018, pp. 33.

² BatatNour El-Din: Attitudes of students practicing physical education and sports towards healthy behavior, Master's thesis specializing in educational sports physical activity, University of Algiers 3, 2013/2014, p. 86.

³ The same reference, p. 88.

⁴ Balboul Moussa: Health behavior and its relationship to health attitudes among football players, PhD thesis in physical education and sports, specializing in sports biomedical sciences, University of Algiers 3, 2014/2015, p. 39.

⁵ Bin Mansour Ramadan, Bakay Rashid: The previous reference, p. 110.

⁶ QassSalih: The effectiveness of the health education program in changing risk behaviors and developing health awareness among adolescents, PhD thesis in clinical psychology, University of Biskra-Algeria, 2015/2016, p. 195.

⁷ Shabani Malik: The role of local radio in spreading health awareness among university students, University of Constantine, Algeria, PhD thesis in development sociology, 2005/2006, p. 201.

According to the scientist "Matarazzo": There are two types of healthy behavior:

3-1- Pathological behavior le comportement: which limits health.

3-2- Immunogenic behavior le comportement immunogene: which leads to improving health.

Castle and "Cobb" also defined three types of healthy behavior:

3-3- Preventive health behavior:

These are the activities that individuals do for the purpose of prevention and avoiding diseases and maintaining health. Among these behaviors are: adequate sleep, healthy balanced food, physical and psychological rest, exercise, attention to personal and environmental hygiene, not consuming alcohol, and taking preventive measures in the workplace and on the roads.

3-4- Illness behavior:

It is the behavior practiced by an individual who feels pain, i.e. the readiness to experience illness.

3-5- Sick role behavior: The scientist Talcott Parsons defined it as an activity practiced by an individual who believes that he will get sick in order to get better. It includes receiving treatment from medical services, and some aspects of exemption from some responsibilities.

4- Stages of changing healthy behavior²:

4-1- Awareness stage:

It is the stage of familiarity with health information and facts.

4-2- Interest stage:

It is the stage in which the individual searches for details of the information and is ready to listen, read or learn about the subject.

4-3- Evaluation stage:

During this stage, the individual distinguishes between the positives and negatives of this behavior and evaluates its benefit to him, as this evaluation is a mental activity that results in making a decision to try to follow the proposed behavior or reject it.

4-4- Attempt stage:

It is the attempt in which the decision is practically implemented and the individual needs additional information and assistance during this stage to overcome the problems that hinder the implementation.

4-5- Follow-up stage:

In this stage, the individual is convinced and decides on the correctness of the new behavior and following it.

These stages are not independent of each other during their implementation, and different people who are exposed to the same information can go through different stages of the follow-up process, which can be encouraged by positive collective behavior, as it is slow at first and increases as more individuals follow it³, This stage requires full awareness to be convinced of the ideas he receives and acquires, and to differentiate between what is positive and beneficial, and what is negative and leads to the destruction of its owner when imitated. The positive repetition of any information that the individual acquires must become a habit that he gets used to.

5- Intermediate variables in health behavior⁴:

- * Demographic factors.
- * Values and beliefs.
- * Perceived behavioral control.
- * Social influence.
- * Personal goals.

6- Obstacles to healthy behavior⁵:

- * Bad health habits.
- * Lack of consistency and regularity of health behavior.
- * False beliefs.

¹BatatNour El-Din: The previous reference, pp. 83-85.

²KhashabSoad: The effectiveness of the proposed health education program in improving health beliefs and promoting safe sexual behaviors among those exposed to sexually transmitted diseases, PhD thesis in Clinical Psychology, University of Batna 1-Algeria, 2017/2018, p. 48.

³KhashabSoad: The previous reference, p. 49.

⁴BatatNour El-Din: The previous reference, p. 81.

⁵The samereference, p. 81.

- * Social context.
- * Biological predispositions.

Conclusion:

The spread of diseases and epidemics has become a warning bell for health bodies and organizations, as controlling them has become very difficult, especially with the availability of suitable conditions for the spread of these epidemics. Therefore, it has become necessary to develop a strict health program to spread health awareness among members of society to prevent diseases before infection occurs. Therefore, it is necessary to spread healthy lifestyles among members of society and encourage them to change unhealthy health behaviors to healthy behaviors, as well as motivate them to feel responsible and spread health awareness among them and reduce harmful habits such as smoking, drinking alcohol and unhealthy eating.

Spreading health awareness among individuals within society has a great impact on acquiring healthy behaviors. The results of our study were as follows:

Results:

- Individuals who have health awareness have healthy behaviors.
- The health awareness of the head of the family affects the health behaviors of family members.
- Individuals gain health awareness from the health education process from all available media.

Recommendations:

- Health authorities should issue health bulletins periodically, especially when new diseases and epidemics appear to prevent them.
- Heads of households, whether father or mother, should pay attention to the health education process, and encourage their children to adopt healthy behaviors such as cleanliness, exercise, healthy eating, etc.
- Media outlets in all their forms should develop health education programs, in order to increase health awareness.

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