

Lecture 7: Socio-cultural Factors and Social Determinants of Health

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Session Objectives

- Discuss the social determinants of health
- Review models of health and health promotion

Importance of Social & Cultural Factors in Healthcare

To be an effective healthcare provider, you must be familiar with:

- The ways people think about health and illness
- What individual behaviors and habits influence health
- How you are perceived in the community where you work
- How your actions are perceived by the community where you work
- How culture interacts with environment, economy, and politics to affect health

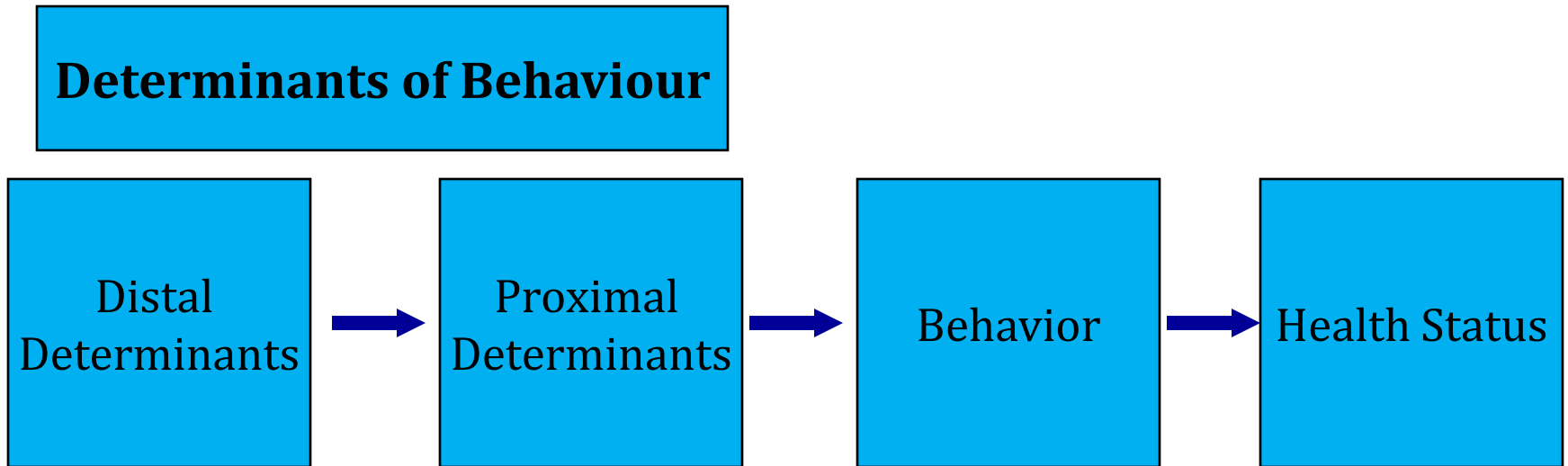
Social Factors

- These are factors that differentiate groups of people in a society:
 - Ethnicity and race
 - Religion
 - Political affiliation
 - Geographical area
 - Education
 - Income and occupation

Behavioral Determinants

- A subset of constructs that are particularly important for theories of health behavior:
 - An underlying factor
 - A presumed cause of behavior
 - A potential contributor to behavior
- You **Cannot** change behavior directly; must change determinant to change behavior. There are 2 types:
 - **Proximal**
 - those determinants that are close to the behavior
 - immediate causes of the behavior
 - **Distal**
 - those determinants that are further away from the behavior
 - those whose effect is mediated by other determinants

A Simple Causal Chain



Where are these in causal chain?

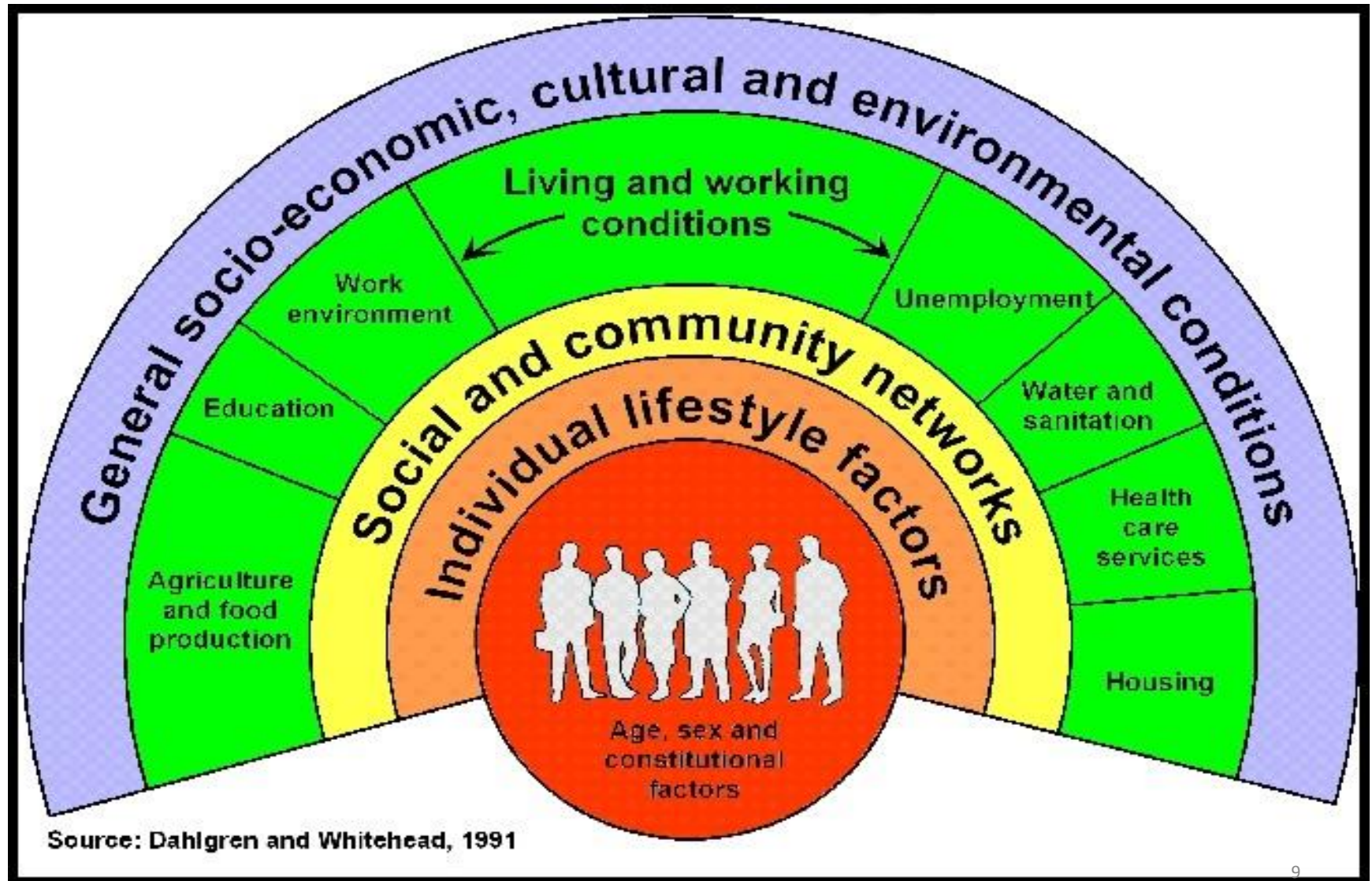
1. Eating breakfast
2. Knowledge of where to get help
3. Rate of HIV infection in a community
4. Clinical depression
5. Skill at putting on a condom
6. Wearing a seat belt
7. Current smoker
8. Policy restricting soft drinks in school vending machine
9. Person with diabetes

Social Determinants of Health

The social determinants of health are the conditions:

- In which people are born
- Where people grow
- Where people live
- Where people work or go to school
- Where people age

Social Determinants of Health



Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education			
Support	Walkability				

Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

Determinants of Health Components

- General
- Living and working conditions
- Social community network
- Individual and lifestyle factors

1. General

- Socioeconomic
 - Higher income is associated with good health
- Political
 - Healthcare policies
- Culture
 - health is affected by traditions and beliefs of the family community.
- Environmental conditions

Socioeconomic Status (SES)

- SES is measured by:
 - Income
 - Educational attainment
 - Occupational Status
- Low SES is related to poor health outcomes
- Low SES is associated with the prevalence of chronic diseases and mortality

Political Determinants of Health

- May include decisions by ministries, parliaments, governments, etc.
- Decision examples:
 - Promotion of tobacco and alcohol control,
 - Universal Access to health care
 - Healthcare funding

Cultural Determinants of Health

- Culture refers to an integrated pattern of belief and behavior
 - Varies from group to group
 - Is valued for itself, endures and evolves
 - A system of thoughts & behaviors shared by a group of people
 - Our cultural backgrounds have tremendous impact on our lives and **HEALTH**
 - Culture contributes to the richness of human experience
 - Everyone has a cultural background
- Culture defines what we think, what we say and what we do.

Influence of Culture on Health

Culture impacts on:

- An individual's perception of health and illness
- Their health behaviour
- beliefs of what is a health issue
- why they have the illness
- how people perceive they should talk about the illness.

Being able to recognise, accept and respect cultural similarities and differences is important in the:

- delivery of effective health care services and
- ability to provide this service within a cultural context.

Environmental Determinants of Health

Environmental conditions

- Biochemical effects (lead paint, diesel fumes.)
- The use, layout & design of a community's physical structures
 - Urban: high crime and traffic
 - Suburban: pedestrian “unfriendly”

2. Living and Working Conditions (I)

- **Housing:**

- Homelessness, increase in rents and fire prevention

- **Healthcare services:**

- Access to quality health services

- **Living conditions:**

- Outdoor temperature and indoor air quality

- **Type of work:**

- Exposure to diseases

- **Unemployment:**

- Financial instability and access to healthcare

Living And Working Conditions (II)

- **Education:**

- More education means longer life, parent's education determines child's health status

- **Water and sanitation:**

- Access to clean water, infections transmitted through poor hygiene and exposure to healthcare wastes

- **Agricultural activities and food:**

- Tobacco farming and its effects on health, vector borne diseases, food security and dietary patterns

3. Social and Community Network

- **Family support:**

- No communication, living alone in a strange place and different culture and background

- **Participation with government processes:**

- The role of government in determinants of health; environmental health and sanitation

4. Individual and Lifestyle Factors

- Aging
- Inheritance and genetic susceptibility
- Early life exposure to risk factors
- Economic and educational level
- Lifestyle: Smoking, alcohol and physical Activity

Models of Health and Health Promotion

- Biomedical Model of Health and Health Promotion
- Social Ecological Model (SEM)
- Transtheoretical Model (TTM)
- The Ottawa Charter of Health Promotion

Biomedical Model of Health and Health Promotion

- Focus is on biological or physical aspects of disease and illness
- Practiced by doctors and other clinical healthcare professionals
- Includes diagnosis, treatment and cure

Biomedical Model of Health

Advantages

- Advances in technology
- Effectively treats common illnesses
- Improves quality of life
- Extends life expectancy

Disadvantages

- Expensive because the care has to be paid for
- Doesn't promote health- Focus is on the condition and not the determinant
- Not every condition can be treated – e.g. cancer

Social Ecological Model of Health (I)

- Improvements in health and wellbeing are based on addressing the social, economic and environmental determinants
- **Advantages**
 - Providing education to prevent disease
 - Supported by government– immunizations
 - Less expensive (prevention is cheaper than treating)
 - Encourages individuals to change/modify behavior to improve quality of life
 - Community approach – involves all levels of community
 - Increase in economic development – healthy population

Social Ecological Model of Health (II)

• Disadvantages

- Lack of education to the whole population – others may have barriers like language
- Population may not be motivated – smoking, overweight
- Lifestyle is difficult to change
- Not believing it will happen to them
- Not all diseases can be prevented
- Results take a long time – change is a process

Trans-theoretical Model (TTM)

- Also known as Stages of Change Theory
- 6 stages of behavior change
 - Pre-contemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance
 - Termination

Pre-contemplation

- Person is not aware that they have a problem and does not see how unhealthy behavior is effecting their life or health.
- Process of change:
 - Consciousness raising
 - Social liberation
 - Helping relationships

Contemplation

- Person knows that change would be good, but does not have the confidence to change and needs more information.
- Process of change:
 - Self-reevaluation
 - Dramatic relief (emotional arousal)
 - Helping relationships

Preparation

- Person begins preparing for changing unhealthy behavior for new healthy behavior.
- Process of change
 - Self-liberation (commitment)
 - Helping relationships

Action

- Person begins the new healthy behavior.
- Process of change
 - Reinforcement management (Reward)
 - Helping relationships
 - Stimulus control
 - Counterconditioning

Maintenance

- Person is practicing healthy behavior but may need feedback and a booster to avoid obstacles and temptations.
- Process of change
 - Helping Relationships

Termination

- Person feels that new behavior is a part of their life and they never look back and think about the unhealthy behavior.
 - Helping Relationships

Ottawa Charter for Health Promotion

- In 1986, Canada hosted the first International conference on health promotion in Ottawa
- As an outcome of the conference, a document was developed that provided organizations and stakeholders guidelines on health promotion strategies
- The Ottawa Charter outlined the principles and functions of health promotion
- Due to the dynamic nature of public health there have been changes during the subsequent conferences over the years

Three Basic Principles of Health Promotion

- **Enable**

- People to achieve their fullest health by closing the gap. Ensures equal opportunities

- **Mediate**

- Healthcare professionals coordinate action between interested parties like governments, NGOs, etc

- **Advocate:**

- Getting the message out

Eight Prerequisites for Health

In 1986 definition of health was expanded to include:

- Peace
- shelter
- education
- Safe and adequate food supply
- Adequate income
- Stable ecosystem: a balance between plants and animals (food, water and air)
- Sustainable resources (food, water, income)
- Social justice and equity: fair treatment to all

Five Priority Areas

- These are priority areas that should be taken into account when planning health promotion initiatives:
 - **Build healthy public policy:** tax on cigarettes, seatbelts, ban on plastics
 - **Create supportive environments:** walking tracks
 - **Strengthen community action:** immunization involves govt., schools, parents, media
 - **Develop personal skills:** gaining knowledge and life skills to make informed health decisions
 - **Reorient health services:** not to just focus on diagnosis and treatment

Questions??

