

Introduction to Social Pharmacy



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Shaping Lives...
Empowering Communities...

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INTRODUCTION

- Sociology refers to behaviour form social action.
- Action that influence the society.
- Social pharmacy define as a ‘ **science which deals with social aspects of the profession of pharmacy** ’.
- It reflects a broad recognition that, pharmacy not only supplying medicines, advice to public but also maintain social relationship with public to prevent decay and anarchy in society.

Social Pharmacy as a Discipline

- In the beginning, social pharmacy related to social distribution of drug use and pharmacoepidemiology.
- Now it involve more mapping drug use in the population.
- Social pharmacy consist of all social factors that influence medicine use such as medicine and health related beliefs, attitudes, rules, relationships and processes.

Scope of Social Pharmacy in Improving Public Health

- Social pharmacy as a discipline concerned with the behavioural sciences related to use of medicines by consumers as well as healthcare professionals.
- Along with behavioural and physiological perspectives related to pharmacy, pharmaceutical administration areas, like pharmacy management, marketing also a components of social pharmacy.

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- The acceptance of innovative patients-oriented roles for pharmacy, like medication adherence, counselling, home medicine review, focus on a patient - centred role.
 - The information present in social pharmacy is very important to link the clinical and fundamental knowledge taught to the pharmacist.

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- A pharmacist is certified to incorporate his/her knowledge and social / communication skills for improving patients, behaviour, treatment outcomes and disease management.

Role of Pharmacist in Public Health

- They provide population – based care.
- They conduct disease prevention and control programs in their institutions and communities.
- They develop health education and programs within their institutions concerned with the needs of patients, health care professionals, community leaders and the public.

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- They collaborate with state and local authorities to address local and regional health care needs.
 - They involve in population – based research.
 - Initiate campaigns for distributing new knowledge.
 - They support legislation, regulations and public policy related to disease prevention and management.

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- They develop guidelines and criteria for formularies.
 - They collaborate with other health care professionals to develop treatment guidelines.
 - They give positive influence on drug policy, drug use and outcomes as well as other health care at community level.

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- Establish and maintain a well qualified pharmacy workforce.
 - Establish professional standards and check the procedure.
 - They participate in health check-up programmes like diabetes, cholesterol.
 - They contribute in health promotions and educations like immunisation, family planning, use of medications, etc.

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- They develop, evaluate and document the pharmaceutical care practices.
 - They evaluate and document the research for improvising all pharmaceutical care.
 - They design and regulate drug distribution system with drug storage and disposal.
 - They formulate and manufacture good quality of medications.
 - Initiate in research.

Concept of Health

- The World Health Organisation (WHO) defined health in 1948, “**a state of complete physical, mental and social well - being and not merely an absence of disease or infirmity**”.
- Health is a positive emphasis on social and physical capabilities.

National health Programme

- To provide proper health services for checking infectious diseases.
- To conduct vaccination programme.
- To provide proper treatment measures in rural and sub-rural areas.
- To establish health sub-centred, primary health centres and having trained manpower.

Dimensions of Health

- The WHO give some parameters for measuring individual functions.
- Physical , social and mental dimensions identified initially.
- While emotional, spiritual and environmental dimensions identify after initial stage.

1. Physical Health

- It define as state indicating perfect functioning of the body such a good complexion, clean skin, clean breath, sound sleep, good appetite, etc.
- The pulse rate, BP, body weight, regular activity within normal limits.
- All body organs are structurally and functionally in a normal state.
- clinical examination, nutrition, anthropometry are evaluation parameters for physical health.

2. Mental Health

- Mental health is defined as a state of balance between the individual and the surrounding, world, including the environment.
- characteristics of individual who is mentally fit should have,
- conflicts, well a – adjust with surrounding.
- good self control, know himself, his needs, problems and goals.
- Intelligent enough to solve and face the problem.

3. Social Health

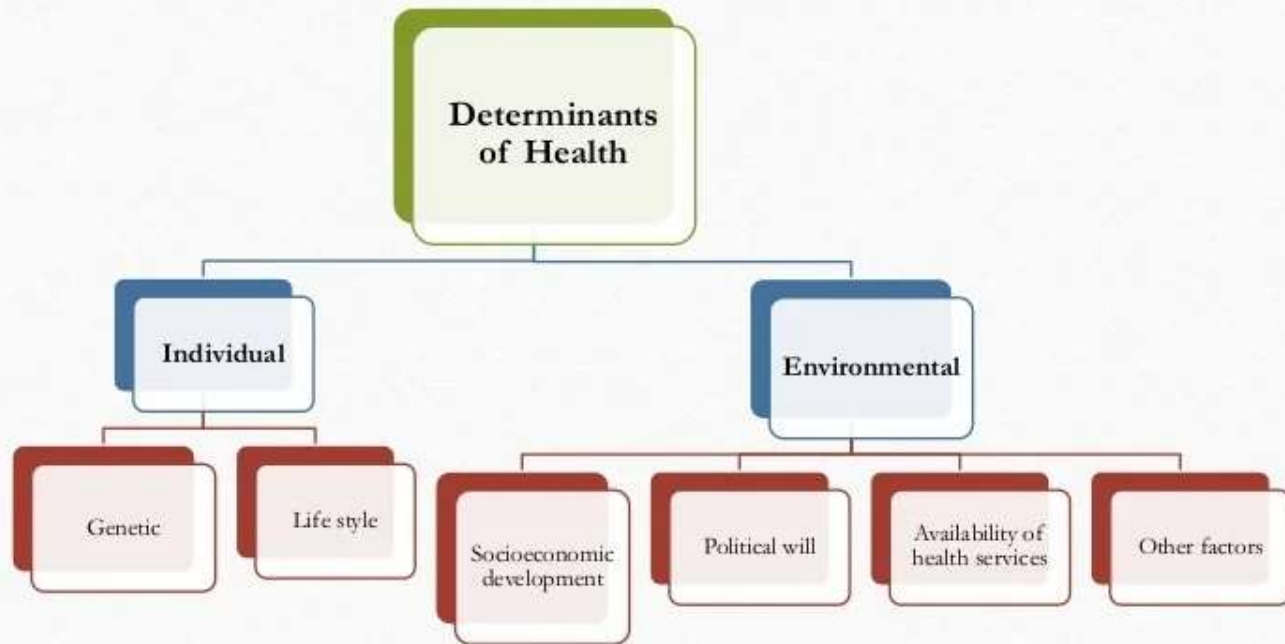
- Social health defined as a quantity and quality of an individual's interpersonalities and the extent of involvement with the community.
- Developing good skills improves an individual's relationships with other people, helps in making friends, help in career and to live independently in adult life.

4. Spiritual Health

- Spiritual health defined as a personal matter involving values and beliefs providing a purpose in an individual's life.
- Its refer to the spirits or soul.
- It includes integrity, principles and ethics, purpose in life, believe in concepts that are subject to state-of-the-art explanation.

Determinants of Health

- Many factors which affects the health of individual and communities in a combined form.
- The factors influencing the health are known as determinates of health.
- The factor find their way either in the individual himself or in his surrounding (environment).
- The WHO has identifies the following determinants of health:



A) Individual Determinants

1. Genetic

- Hereditary factor is one of causes of certain disease.
- Inherited parents are responsible for giving rise to some kind of health issue.
- The state of health depends partly on the genetic constitution of the individual.

2. Life style

- The attitude towards life and awareness regarding healthy living affects health of an individual.
- Life style affects in both the ways i.e. may promote and maintain health or adversely affect on health.
- Life style partly governed by socio-cultural aspects but life style learn from experience.
- Habit not only detrimental may also leads to social problem for community health.

B) Environmental

1. Socioeconomic Development

- Life of human beings is governed by the set of rules and regulations framed and accepted by society.
- Socioeconomic development and growth of society multifactorial in nature.
- Improvement in economic, educational, cultural sectors collectively causes development of society.

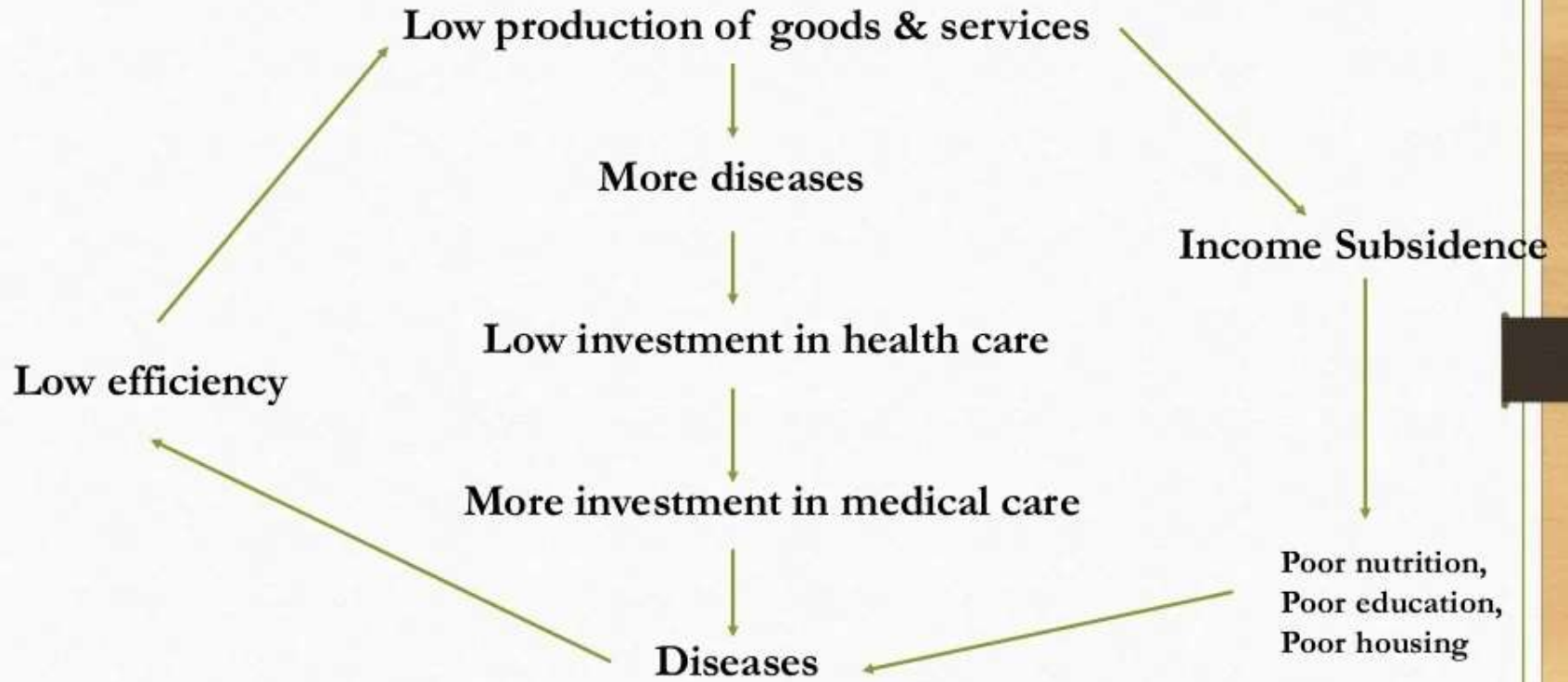


Fig. Economic cycle of diseases

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- Economic condition determines standards of living.
 - Nutrition,, education, housing for healthy life fulfilled by economic growth of society.
 - Development should not be limited to satisfaction of basic needs.
 - By development people achieve greater control over their lives.
 - Health and development are two sides of the same coin.

2. Political Will

- The causes of ill-health the poverty is root cause.
- Those people living in slums, lacking of good hygienic conditions are targets of disease agents.
- The policies framed and their implementation with the object of maintains and promoting health of these people can certainly affect the health status of communities.

3. Availability of Health Care Services

- Health is fundamental right.
- The government of each nation provides the health care services to its subjects at an affordable cost.
- **Health for all** its goal of WHO.
- Government/Nongovernment provides health care facilities to promotes preventive, curative and promotive.

4. Income and Social Status

- The income and social ranking increases, health of an individual improves.
- Condition like housing, ability to buy good food are determined by high income.
- Those individual having prosperous and an equitable distribution of wealth are consider the healthiest populations.

Primary Health Care Essential Components

- Adequate supply of safe water and sanitation.
- Food supply and proper nutrition.
- Immunization against infectious diseases.
- Family planning services
- Maternal and child health care services.

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- Provision of essential drugs.
 - prevention and control of locally endemic drugs.
 - Educating peoples about prevention, controlling and health problems.
 - Appropriate treatment of commons diseases and injuries.

Other Factors

- Health issue involves social, economic, political, cultural, educational, moral, nutritional, development, psychological, biological, occupational, spiritual and many more.
- This factors directly and indirectly affects.
- Interrelation between these factors also important.

- 1. Education**
- 2. Employment**

Education

- Its individual determined by education level.
- Education increases opportunities for income and job security and provides with sense control over life.
- Poor health, more stress and lower self-confidence results due to education levels.

Employment

- Poor health arises due to unemployment, underemployment and working under stressed condition.
- Individual healthy if they control their work condition and few stress related job demand.
- Individual also live longer in comparison to those who have stressful or riskier work and activities.

Health Indicators

- A characteristics of an individual, population, environment which is measured either directly or indirectly and used for describing any health features of the individual or population is known as health indicator.
 - Health status of community helps to:
 - Identify the health care needs of society.
 - Needs and success of health services.
 - For implementation and improve the health services.
- 1. Mortality Indicators**
 - 2. Morbidity Indicators**
 - 3. Disability Rates**
 - 4. Healthcare Services Indicators**
 - 5. Sanitation Indicators**
 - 6. Socioeconomic Indicators**
 - 7. Quality of Life Indicators**

1. Mortality Indicators

- It's the indirect measure of health and major indicator of health status.
- Determining mortality rate in different age groups in community such as infant, child, maternal, disease specific and death mortality rate indicates health status of the community.
- Its determined separately **increases** in life expectancy is **socioeconomic** development of society and **minimum** life expectancy at birth of 60 years is **good** indicator.

2. Morbidity Indicators

- The evaluation of health by morbidity rates results obtained in **Yes/No** type.
- It measures severity of conditions endangering life.
- Its used to described ill health of who are actually suffering from diseases or illnesses.
- It includes epidemiological studies that determine incidence, disease and statistical data of diseases, number of admissions in the hospital etc.

3. Disability Rates

- Between **mortality** (fatal) rates and **morbidity** (suffering) rates are persons who remain **disabled** for some time or lifelong on recovery from disease.
- Nowadays restricted daily activity such as bed rest.
- Disability rates are determined from limitations of mobility and limitations of activity.

4. Health Care Services Indicators

- The **availability** of health care services measured in terms of Doctor-Population ratio, Population-Bed ratio, Population-Health centre ratio used as indicator of health.
- Not only availability of health care services but extent these services are **utilized**.
- This give the indication of health status.

5. Sanitation Indicators

- The terms covers care of food, water, disposal of extra and regulation of environment.
- If adequate nutritional requirements are not fulfilled, results into ill-health that can be measured in terms of height, weight measurements of school children.
- The percentage of population with safe water and sanitation facilities and measurements of air, water, noise pollution are indicators use to measures health status.

6. Socioeconomic Indicators

- It measures in term of population growth rate, pre capita income, level of unemployment, literacy etc. is indicative of socioeconomic health status of community.
- Social and mental health problems like suicide, violence, alcoholism, in a given community gives the indications about social and mental health.

7. Quality of Life Indicators

- Health status can be measured by describing the quality of life of individuals and whole community leads.
- Quality of life is difficult.
- The physical quality of life can be determined from infant mortality, life expectancy at age one to five and literacy.

SHORT ANSWER TYPE QUESTION

- 1. How individual determinants effect the health of a person**
- 2. What do you mean by spiritual health.**
- 3. What is concept of health.**
- 4. Explain the 7 types of health indicators.**
- 5. How socioeconomic indicators influence the life of a person.**
- 6. Explain physical health.**

LONG ANSWER TYPE QUESTION

- 1. Write down the role of Pharmacist in Public Health**
- 2. What are considered as various dimensions of health.**
- 3. Briefly describe the determinants of health.**
- 4. Explain various health indicators with suitable examples.**



Thank
You