

The role of communication in Hospital Health Promotion

Riana Wardani

Department of Public Health Faculty of Dentistry Universitas Padjadjaran

ABSTRACT

The health promotion program is an effort to help society in improving healthy attitudes. It also can teach people to help themselves how to deal with health problems. Hospital workers have an important role to distribute health information in terms of improving the lives of individuals (themselves, patients) and the health of environment. It is inevitable that hospital workers are heterogenic due to their education (paramedic: doctor, nurse; non paramedic: administration, cleaning service), and their tasks and responsibility (superior, subordinate). However, in their hospital service duties, they should be collaborative each others. Moreover, they should be strengthening their commitment to serve any patient or client by ignoring their economic condition, education, or disease complaining as well. In conclusion, good communication between hospital workers and patient, between hospital worker themselves, hospital worker and society as well is a significant sign that health promotion program is success.

Key words: Communication, health promotion, hospital

INTRODUCTION

Health Promotion is the effort to help the community to be able to adopt Clean and Healthy Life Behavior (CHLB), to help themselves, and to develop community resource health efforts (CRHE) through learning from, by and together with the community according to the local sociocultural situation and is supported by the public policies with health insights.¹

Hospital has a big role to disseminate health information, attitude and behavior development to patients, people who live surrounding the hospital, and also the staff. Hospital is also an institution that can become the role model for clean and healthy lifestyle as well as for sanitation. Based on the above reasons, it is necessary to implement the Hospital Health Promotion as the concrete

realization of the implementation of the Ministry of Health Decree Number 1426 on the Technical Guideline for on the necessity to improve hospital service quality.²

The implementation of Hospital Health Promotion is done by holding group education in the hospital where the education needs the staff's skill to do direct education with the education target and hospital without wall education through partnership with other related institution. The role of the health promotion in the hospital is divided into the hospital internal and external role. The internal role includes coordinating units in the hospital in doing hospital promotion while the external role includes a type of advocacy such as in meeting funding need and also marketing activities. If there are good services, the services need to be promoted outside the hospital which

is also the job for health promotion and not only the job for the hospital public relation unit. The function of Hospital Health Promotion is to change the behavior of hospital human resources, patients and families, clients and community.³

Hospital staff is a heterogeneous group in terms of the educational background with high and low education, medical, paramedical and general education. From the socioeconomic view, there are staff with high, middle and low socioeconomic class with top and lower officers. In doing services in the hospital, all staff should work together starting from the parking officer, security officer, driver, cleaning service officer, administrative officer, medical officer, etc.

In addition, each day the hospital staff should serve clients from various groups. Therefore, the communication activities performed by the hospital staff includes communication among staff, communication with the clients and communication with professional organization, community organization and the general population. The communication activity in Hospital Health Promotion can be done in the hospital building and outside the hospital building.⁴

Basic principles of Hospital Health Promotion

Health promotion in community health service includes preventive and promotive measures with the health people as the target group. In the Hospital Health Promotion the target of health promotion is primarily the sick people (patients) and also the healthy people or patients' family. This promotion is developed in the hospital to help the sick people or patients dan the families to deal with their health problems, especially to accelerate healing.¹

From the psychosocial point of view, the patient and the family of patient are in uncomfortable condition: pain, worry/confuse. etc. Therefore, they really need help, not only in terms of medical treatment but also other kinds of help such as information, advice and instructions from the hospital staff related to their problem or disease.⁵

In developing Hospital Health Promotion, there are several basic principles that need to be attended, i.e. Hospital Health Promotion is

specific for individuals who are in need of treatment and/or care in the hospital added by hospital visitors, both outpatients and patients' family who take the patient or accompany the patient. Patient's family is expected to be able to help or support the healing and recovery process of their family member.

Furthermore, the Hospital Health Promotion is aimed at developing understanding on the health problem or disease among patients and their families related to the cause of the disease, the disease transmission if it is communicable disease, prevention measures and appropriate treatment, etc. so that it is expected that the healing process can be accelerating and the same disease will not happen again.

Another basic principle is the empowerment of patients and their family in health so that when patients are already cured and go back to their house, they will be able to do their preventive and promotive efforts related to the disease they experienced. The Hospital Health Promotion implements health learning process in the hospital, not only through the information or advice of the hospital staff but also from what is heard and seen in the hospital. The clean, comfortable and soothing environment of the hospital and the appearance of the hospital staff especially the doctors and nurses who are clean and neat, kind, nice, etc. will educate the patient or patient's family on health.^{1,3}

Objective of Hospital Health Promotion

The objectives of Hospital Health Promotion are various according to the target, i.e. objectives for patients, patients' family and for the hospital itself.³ For patient: (a) Developing healthy behavior including the knowledge, attitude and behavior (practice) on health, especially those related with the problem or disease experienced by the patient. The knowledge or understanding that needs to be developed is the one related to the disease including the type, signs or symptoms, the cause or the process of the disease, transmission and prevention measures. From the practical point of view, it also includes the actions necessary to avoid being attack by the disease. This will bring the following effects to the patient: accelerate patient's healing and recovery, prevent the same

disease from attacking or recurring, prevent transmission to other people especially the family, disseminate experience on the healing process to others so that other can learn from the patient; (b) Developing health seeking behavior Give correct knowledge on the disease especially how to cure the disease so that the patient will seek for correct treatment by utilizing health facilities.

For families: Healing process especially recovery because family as the closest social environment of the patient is needed. The family can help the patient from the psychological factor and also help to prevent disease transmission to others especially neighbors and close friends.

For hospital: Promotion can improve hospital service quality, improve hospital image and increase the bed occupancy rate of the hospital.

Definition of communication

Communication is the activity of disseminating symbols with meaning that need to be understood together by people involved in a communication activities. Communication is a process where those involved create and share information to one another to reach understanding.⁶ To be able to do a communication process there are several communications elements needed including communicator, message, media, communicant, feedback.⁷

Communication consists of several types based on the communication process, the number of target, objective, function, technique and method of communication.⁸

Based on the communication process, communication is divided into direct and indirect communication, one way and two way communication, verbal, non verbal and emotional communication, sociocultural and intercultural communication, and problem solving communication. Based on the number of targets there are intrapersonal communication, interpersonal communication, group communication, and mass communication. Based on the communication objective there are opinion change, attitude change, behavior change, and social change. Based on the communication function, there are several functions including to inform, to educate, to entertain, to influence, to promote, to guide, to counsel, and to motivate. Based on the communication technique there are

informative communication, persuasive communication, instructive communication, human relation communication; (6) Based on the communication method there are group discussion, speech, demonstration, interactive dialogues, seminar, workshop, exhibition, simulation-role play, field visit, and drama.

Communication objective in Hospital Health Promotion

The general objective of communication in Hospital Health Promotion is improving health care quality in the hospital. The specific objective is to develop of good interhuman relationship to support patient safety, improve knowledge, healthy attitude and behavior, prevent and manage conflict, improve health service image of the hospital, improve patient independence to accelerate the healing and rehabilitation, improve clients' independence in improving health, prevent health problems, and play active roles in health promotion.^{1,4}

Communication activities in Hospital Health Promotion

The communication implementation performed in Hospital Health Promotion inside and outside the hospital. Communication outside the hospital includes.^{4,9} In the hospital yard the activities are conducted by posting communication media with clean and healthy lifestyle messages like throwing waste in appropriate place, no spitting, no damaging plants, no smoking, etc; types of services, service facilities, doctors on duty, time of service and hospital map; communication media that supports health campaign activity like PIN, cataract treatment, etc; interpersonal communication performed by the hospital staff to the clients who need information and break the rules set by the hospital; conduct physical activities/exercise and clean Friday movement to achieve free from garbage, free from vector hospital including extermination of mosquitos, rats, cockroach, flies, etc.

Parking lot, activities performed by posting entrance and exit signs for vehicles, car and motorcycle signs, information for locking vehicles for safety; media information posting on Cleaning and Healthy Lifestyle such as throwing garbage in

appropriate place, no spitting, no smoking, etc and interpersonal communication performed by the hospital staff to clients who need information and break the rule set by the hospital.

In the canteen/store/kiosk around the hospital, interpersonal communication of healthy and clean lifestyle is conducted including throwing garbage in appropriate place, no spitting, maintaining sanitation, handwashing before eating, the use of clean water, no smoking, food management cleanliness, canteen cleanliness, etc; posting information media on iodinated salt, handwashing area, balance nutrition, etc; and interpersonal communication conducted by canteen/store/kiosk staff to clients who need information and break the hospital rule.

In praying area the information media are posted with messages on clean and healthy life-style, handwashing place, *wudhu* place, warning to watch belongings, etc. interpersonal communication performed by the hospital staff to clients who need information and break the hospital rules.

At hospital fence information media are posted to support health campaign activities such as banner on PIN, healthy lifestyle, etc; billboard backlite with lamp containing health messages that become important issues such as leptospirosis, avian flu, etc.

Communication in the hospital building includes:^{4,8} In the registration room, doing communication through the information media on health messages. The information media can take the form of poster, leaflet, handout, booklet, standing banner, television spot, wall magazine, etc, instruction for throwing garbage and interpersonal communication performed by the hospital registration staff to the clients who need information around services given by the hospital and discussion on clean and healthy lifestyle or new issues related to the health problem (if possible).

At the outpatient polyclinic interpersonal communication and counseling on health problem based on the need of clients are performed. Leaflet, brochure and handouts are also distributed to the clients.

In the inpatient polyclinic, interpersonal communication and counseling on health problem information according to the need of clients, the

use of promotion and communication media such as flipchart, cue card, etc, are also conducted. Leaflet, brochure, handout, and booklet are distributed to the clients as reading materials. Health messages in the form of poster, radio spot, and television spot are also given. Group discussion, speech, question and answer, etc. are also conducted. In addition, posting signs for garbage bins, toilets, etc and instruction for maintaining environmental health, safety and comfort of the inpatient area is also done.

In the medical support service, the communication activities are conducted in the laboratory, dispensary, mortuary, and medical rehabilitation unit. Interpersonal and counseling communication on information of the importance of lab examination for diagnosis making or identifying clients' health problem, information at the dispensary on how to take medicine correctly, side effect of medicine and actions to be done by clients, communication in the mortuary during returning dead patient to the family will ease the clients' mind during difficult moments.

Information on how to manage dead body with communicable disease such as HIV/AIDS and avian flu and other information needed by the clients and communication in the medical rehabilitation according to the rules, family support and in helping clients to accelerate recovery is also performed. Various information, the use of communication media such as flip chart, cue card, leaflet, brochure, hand out and booklet for clients to read as well as posting posters, playing radio spot are also conducted.

In services for healthy clients, the communication include interpersonal communication and counseling on maternal health, child health, degenerative disease, infectious disease, nutrition, sanitation, etc, question and answer, discussion, seminar on health problems, demonstration to promote maternal health, how to bathe baby, pregnant women exercise, breast care, contraceptive use (using phantom) and IEC media distribution to healthy clients in the form of brochure, leaflet, hand outs and movie on health problem.

In general, the activities for healthy clients are held in a special room for interpersonal communication and counseling or in the hospital hall or in the area near the services for healthy women, healthy babies, elderly service, etc.

Communication method and technique in Hospital Health Promotion

The communication method and technique in Hospital Health Promotion includes interpersonal communication and counseling. Interpersonal communication is an interactive communication from one individual to another individual or groups which is a two way communication with messages given verbally and non verbally and both parties share information and feelings.

Meanwhile the counseling is a process to provide help from counselor to its clients through direct meeting by giving neutral information and emotional support so that the clients are able to identify themselves and the problems they are facing that enable them to make correct decision and also motivate clients to act according to the decision made because they understand the reason and objectives of the action.

Interpersonal communication and counseling is a face to face two way communication between the staff and clients where information, thought, opinion and feeling are shared both in words or by using non verbal language. In the implementation, it is done in the form of promotion, education, motivation, guidance, and counseling.¹⁰

Interpersonal communication and counseling is a continual process that, when it is implemented well and correctly since the first contact, will open the opportunity for clients to share their opinion or problem in an honest and open manner without any fear. The establishment of conducive relationship and atmosphere will make the staff able to help clients understand their problem correctly and able to choose alternatives offered correctly through a decision making process in dealing with their problem. Clients who are satisfied will become loyal clients that will affect the growth of more frequent contact that gives meaning to the health service in the form of increased health service facility utilization.

The positive impression of an interpersonal communication and counseling will encourage clients to do follow up visit while the negative impression will give contradictory effect. The impression is also often shared from mouth to mouth from one client to other client, or other people who have never received services. A mouth to mouth communication has a multiplier effect

and the bad impression has bigger multiplier effect (3 to 20 times) compared to good impression. Therefore, the health staff should put their effort to grow good impression continually to improve the image and credibility of health staff by doing good and appropriate communication.

CONCLUSION

The effectiveness of a treatment, besides being affected by the quality of health service and the staff attitude and skill, is also affected by the environment, the patients' attitude and lifestyle and their family's attitude and lifestyle. Therefore, health promotion should be an inseparable part of the health service efforts and a good communication among hospital staff, between hospital staff and clients, between hospital staff and community outside the hospital is, principally, one of the requirements for delivering quality service.

REFERENCES

1. Notoatmojo S. Promosi kesehatan, teori dan aplikasi. Jakarta: Rineka Cipta; 2005. p. 362-74.
2. Ministry of Health Republic of Indonesia. Petunjuk teknis promosi kesehatan rumah sakit. Jakarta: Pusat Promosi Kesehatan (Center of Health Promotion); 2005. p. 11-51.
3. Mantra IB. Penyuluhan kesehatan di rumah sakit, pusat penyuluhan kesehatan masyarakat. Jakarta: Ministry of Health Republic of Indonesia; 1989. p. 12-3.
4. Ministry of Health Republic of Indonesia. Modul pelatihan pengelolaan rumah sakit. Jakarta: Pusat Promosi Kesehatan (Center of Health Promotion); 2007. p. 41-59.
5. Anderson RE, Carter I. Human behavior in the social environment, a social system approach. 3rd ed. Hawthorne, New York: Aldine Publisher Co.; 1985. p. 27.
6. Fisher B, Augrey. Theories of communication. Bandung: Penerbit Remaja Karya CV.; 1986. p. 12-3.
7. Notoatmojo S. Pendidikan dan perilaku kesehatan. Jakarta: Rineka Cipta; 2003. p. 73-80.
8. Mulyana D. Ilmu komunikasi suatu pengantar.

Bandung: PT. Remaja Rosdakarya; 2007. p. 17-23.

9. Ardianto E, Lukiati K, Siti K. Komunikasi massa suatu pengantar. Rev ed. Bandung: Simbiosia

Rekatama Media; 17-8.

10. Downie RS, Tannahill C, Tannahill A . Health promotion. Model and values. Oxford: Oxford University Press; 2000. p. 44-9.