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Diploma in Pharmacy 1st Year
Social Pharmacy
Chapter 1 : Introduction to Social pharmacy

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SOCIAL PHARMACY

Chapter 1

Introduction to Social pharmacy

- The discipline that deals with the medicinal role by considering the social, scientific and humanistic perceptions.
- It includes health psychology and all the social factors influencing the use of medicines (eg. Medicine related brief , regulations, medicine information etc

Scope of social pharmacy in improving public health

- The information present in social pharmacy is very important to link the clinical and fundamental knowledge to the pharmacist
- A proficient pharmacist is certified to incorporate his/her knowledge and social / communication skills for improving patient's behaviour , treatment outcomes and disease management .

Role of pharmacist in public health

- ❖ They Provide population based care.
- ❖ They conduct disease prevention & control program in their institution and communities
- ❖ They develop health education policy and program
- ❖ They contribute in health promotion and education
- ❖ They participate in formulation of drug policy

Concept of health

Health : According to the world health organization.

“A state of complete physical, mental, & social well being And not merely an absence of diseases”

National health Programme was declared by the Indian government in 1983 with the aim

- To provide proper health service for checking infectious disease
- To provide proper treatment in rural and sub-rural areas
- To conduct Vaccination programme

Dimensions of health

- Health is complex as it involves various factors, The world health organization in 1948 recognised some parameters for measuring an individual's functionality
- Physical, social, and mental dimensions were the three measures identified initially while emotional , spiritual , and environmental dimension identified later

1. Physical health

- Physical health is defined as a state indicating perfect functioning of the body.
- In biological terms, health can be defined as a state in which body cells and organs are functioning properly.

- I. Clean skin
- II. Bright eyes
- III. Proper breath etc
- Smooth and easy coordinated movements are the sign of physical health.
- In an individual the size and functioning of all the organs should be normal.

2. Mental health

- ⇒ Mental health is defined as a state of balance between the individual and the surrounding world including the environment
- ⇒ The characteristics of an individual who is mentally fit.
 - The individual should have no internal conflicts.
 - The individual should be well adjusted with the surrounding.
 - The individual should know himself, his needs, problems and goals.
 - The individual should have a good self control.
 - The individual on facing problem should try to solve them intelligently.

3. Social health

- ✚ Social health is defined as a quantity and quality of an individual inter personalities and the extent of involvement with the community.
- ✚ Social health indicates harmony and interrelation within the individual between the individual and other member of society.
- ✚ Development good social skills improve an individual's relationship with other people helps in making friends helps in career and also to live independently in adult life.

4. Spiritual health

- ◆ Spiritual health is defined as a personal matter involving value and beliefs providing a purpose in an individual's life.

5. Emotional health

- Mental and emotional dimensions were seen one in the same thing but as more research becomes available a definite difference is emerging mental health can be seen as "knowing"
- "cognition", while emotional health refer to "feeling"

Determinants of health

- The factor influencing of the health are known as the determinants of health
- Health and social services contribute to health while the main
- Health determinants eg. Education, employments, housing and environment are not directly influenced by health and social care
- The world health organisation has identified the some determinants of health

1. Income and social status :

- As the income and social hierarchy increase the health of an individual improves Living conditions like safe housing and ability to buy good food are determined by high income.

2. Employment :

- Poor health arises due to unemployment, underemployment and working

under stressed condition. Such individual also live longer in comparison to those who have stressed.

3. Education :

- Health of an individual is also determined by the education level. Education also increases opportunities for income and job security and provides with a sense of control over life circumstances. Poor health, more stress, and low self-confidence often result due to low education levels.

4. Social environment :

- Values and norms of a society also affect an individual's health and well-being in different ways. Social stability, diversity, recognition, safety, good working relationships also establish a supportive society that reduces or avoids the potential risks to good health.

5. Physical environment :

- Air and water quality are the physical factors in the natural environment which put their impact on health.

6. Healthy child development :

- The effect of pre-natal and early childhood experiences has a very powerful impact on health and well-being. Children born in families having low income have low birth weight, eat less nutritious food, and have more difficulty in school with comparison to those born in families having a high income.

7. Social support network :

- A better health results from support provided by families, friends, and communities.

8. Gender :

- Men and Women at different ages suffer from different types of diseases.

Health Indicators

→ A characteristic of an individual, population, or environment which is measured either directly or indirectly, and is used for describing any health features of the individual or population is termed a health indicator.

The status of a health can be measured using the following indicators

1. Mortality Indicators : This includes

- **Crude Death rate** : It is the number of deaths per 1000 population per year in a community
- **Life expectancy** : It is the average number of the years a newborn will live in a population
- **Child Mortality rate** : It is the number of deaths of 1-4 years old children in a given year per 100 children of the same age group at the midpoint of the same year
- **Under 5 proportionate Mortality Rate** : It is the proportion of total deaths of children below 5 years of age
- **Maternal Mortality rate** : It is the proportion of deaths of women of reproductive age in most of the developing countries

2. Morbidity Indicators :

- These Indicators are used for improving the mortality data so that the health status of a population can be properly described.

3. Born with Nutritional Status Indicators :

- Health and weight of children at school entry & the low birth weight (less than 2.5 kg).

4. Indicators of social and mental Health :

- There are the rates of suicides , alcohol & drug abuse Smoking, road traffic accidents etc.
- These Indicators provides guidance for social action, in improving the health status.

National health Policy

- A national strategy for controlling and optimising the social use of its health knowledge of proposed objectives is called health policy
- According to WHO, “**Health policy is defined as decisions, plans, and actions that are undertaken to achieve specific health care goals within a society**”

National health policy 1983

- The ministry of health and family welfare of government of india evolved a National health policy in 1983.
- In 1983 , India got its first National health policy after 36 years of Independence.
- Salient features of 1983 health policy.
- It focuses on preventive & promotive Primary health care approach the government’s responsibility.
- It was important for the curative – oriented western model of health care.

National health policy 2002

- ❖ Government of india introduced a revised health policy.
- ❖ National health policy in 2002 to carry out better health care and uncompleted goals. According to this revised policy government and health professional are forced to provide good health care to the society.
- ❖ The NHP 2002 leads to enhance the use of health service to a large group rather than a small group

Objective

- To ensure equal availability to health service across the social and geographical expanse of India.
- To increase the contribution of private sector in facilitating health service for people who can afford to pay.
- To spread out public health system by improving the infrastructure in existing institutions.
- To carry out a sustainable standard of good health of population.

- To enhance approaches for tried system of Traditional medicine.

National health policy 2017

- ◆ On 15th march, 2017 the ministry of health and family welfare established the national health policy 2017.
- ◆ The main aim of the policy is to focus on “ Sickcare “ to “ Wellness “

Seven priority areas are also identified by NHP 2017 for improving the environment for health

- I. The swachh bharaat Abhiyan
- II. Balanced, healthy diets and regular exercises
- III. Addressing tobacco, alcohol & substance abuse
- IV. Yatri suraksha : preventing deaths due to rail and road traffic accidents
- V. Nirbhaya nari : Action against violence
- VI. Reduce stress and improved safety in the work place
- VII. Reducing indoor and outdoor air pollution

Objective

- To increase public health care investment from 1.4 % to 2.5 % of GDP with more than two -third of those resources going towards primary health care.
- To provide a larger package of comprehensive primary healthcare through Health and Wellness Centres.
- To suggest free diagnostics, drugs, emergency health care service in all public hospitals.
- To make sure that the 2 beds per 1000 population are easily available with in golden hours.

Millennium Development Goals

- ✚ The MDG are eight goals to be achieved by 2015 that respond to the world's main development challenges and signed under the United Nations Millennium Declaration in Sep 2000
- ✚ All the 191 United Nations member states have agreed to achieve their MDG's by the year 2015

8 Millennium Development Goals

- To achieve universal Primary education
- To promote gender equality and empower women
- To reduce child mortality
- To eradicate extreme poverty and hunger
- To improve maternal health
- To combat HIV/AIDS, malaria, and other diseases
- To ensure environmental sustainability
- To develop a global partnership for development

Sustainable Development Goals

- The United Nations Sustainable Development Goals, also known as the global goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace

Targets of SDG by the year 2030

- To decrease the global maternal mortality rate to less than 70 per 100,000 live births
- To end the epidemics of AIDS, Tuberculosis, Malaria etc
- To reinforce prevention and treatment of substance abuse, comprising narcotic drugs abuse and harmful use of alcohol
- To confirm universal access to sexual and reproductive health care services for family planning, information & education of reproductive health into national strategies and programmes

17 Sustainable Development Goals

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender Equality
6. Clean water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and economic growth
9. Industry, Innovation and Infrastructure
10. Reducing Inequality
11. Sustainable Cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, Justice and Strong Institutions
17. Partnership for the goals

FIP (INTERNATIONAL PHARMACEUTICAL FEDERATION) DEVELOPMENT GOALS

- The FIP Development goals are a major global initiative in the pharmacy field
- They were formed on the innovation responsible for the launch of FIP Pharmaceutical Workforce Development Goals (PWDG's) in Nov 2016

FIP Development Goals

1. Academic capacity
2. Early Career Training Strategy
3. Quality Assurance
4. Advanced and Specialist Development

5. Competency Development
6. Leadership Development
7. Advancing Integrated services
8. Working With Other
9. Continuing Professional Development
10. Equity and Equality
11. Impact and outcomes
12. Pharmacy Intelligence
13. Policy development
14. Medicines Expertises
15. People Centred Care
16. Communicable Diseases
17. Antimicrobial Stewardship
18. Access to Medicines , Device ans services
19. Patient Safely
20. Digital Health
21. Sutainability in Pharmacy



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