



## Emotional Health Communication of Malaria: A Review

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**Abstract:** *Malaria is a deadly disease affecting India. Lack of proper awareness and access to Medical Facilities is leading to many losing their lives. Proper Health Communication of Malaria accompanied by Emotions is the need of the hour. Therefore, in our article, we have reviewed the various Emotional Health Communication strategies to amplify Malaria Education & timely Malaria Treatment.*

**Keywords:** *Malaria, Health Education, Health Awareness, Treatment, Emotional Health Communication*

### Introduction

There are various elements that allow you and me to live on Earth, the biosphere is one of them. The biosphere is one of the systems that support life on Earth: it ranges from the atmosphere's top layer to the soil's bottom layers, both on the continents and in the ocean. Society and all earthlings depend on the biosphere for food, fresh water, a habitable climate and to maintain nature's integrity and diversity.

Many bacteria, pathogen, protozoa, etc., are dangerously impacting us Humans due to our polluting chores that hampers of the Sustainability. One of the major disease Hazards is Malaria. Malaria is caused by protozoal parasites of the genus *Plasmodium*. It is spread only by Anopheline mosquitoes. Across the globe, approximately 300 million people are affected by Malaria and 1-1.5 million deaths annually are attributed to the disease. Malaria is the most prominent and problematic of all vector borne communicable diseases of Andhra Pradesh. There is an urgent need to

promote Emotional Communication of Malaria to curb its growth. <http://www.ihs.org.in/HealthSystemsFactSheets/Malaria.htm>

A society's health prosperity has been called sustainable health development because it meets the health needs of its current generations without compromising the health needs of future generations. Apart from the importance of understanding what sustainable health development is, i.e., which would be the minimum requirements for a sustainable healthy society, we need tools, techniques and practices that helps us move towards a sustainable healthy society. Undoubtedly, technological advances and innovations that arise daily may help us forward. In addition to this, if what we want is a change right from the root, we need healthy people, we need healthy society. This is only possible through Emotional Health Communication of Malaria. (Leal & Borner, 2005)

Emotional Health communication is the theory and praxis of communicating positive health information emotionally,



such as in emotional public campaigns of health, positive health emotional education, and emotional communication between patients & doctors. The main objective is to improve health literacy. Emotional Health communication may variously seek to:

- increase audience emotional familiarity of a health issue
- influence emotional attitudes & behaviour towards a health issue
- demonstrate healthy emotional practices
- demonstrate the benefits of emotional behavior changes
- advocate a position on a health issue or policy
- increase emotional support for health services
- emotional discussions against misconceptions about health
- Promote Emotional Connect with Health

Emotional Behavioral Communication Change (EBCC) unites all important components in malaria control and prevention programs by supporting delivery of efforts such as improved handling of case management, integrated vector management and application management. EBCC is the real use of communication to promote desired health outcomes, based on established theories and models of behavioral changes. The method is an interactive process of communities that develop tailor made messages to increase knowledge about malaria, such as stimulating social and communication dialogue, promoting necessary change of attitude and creating demand for information and services. Its

primary goal is to bring out positive behavioral change and capacity building by providing accurate and relevant information to enable people to make more effective decision making in the utilization of healthcare services.

The major use of Emotional Behavior change communications (EBCC) is targeted messages and an adapted approach to promoting healthy behavior and accepting reduced risk. BCC, known as social change and transport communication, includes health communication, social and community mobilization, and has emerged from emotional information, education and communication (EIEC) strategies. Components between interpersonal communication between a community health worker and client with multimedia multimedia campaigns, evidence-based and theory-driven BCC interventions are central to all types of health promotion and disease prevention, and a significant improvement has been shown behavior, especially in family planning areas and Malaria prevention, but also in sanitary and sanitary areas, nutrition and other diseases. Messages and a strategically focused approach to the EBCC focus on individuals, families or individual communities to maximize the outcomes of health interventions.

This approach was used based on control and prevention results in different settings for the consideration or variation of malaria-related behavior, and strong evidence suggests that quality EBCC can improve malaria prevention and on transportation. This commerce emphasizes the benefits and value for money offered by EBCC for the prevention, treatment and control of malaria, due to the changing malaria transmission dynamics, and discusses



potential areas for operational research. (Hornik RC: 2002)

Emotional Behavioral obstacles to malaria control are well documented: inconsistent or unused bed nets; delays to seek effective treatment; and only a few have the distribution of preventive therapy (IPTp) without explaining it completely to its use for pregnant women. EBCC components with key malaria interventions can help individuals and communities overcome these barriers. In addition, EBCC complements the supply and distribution of malaria commodities, such as long-term insecticidal nets (LLINs), rapid diagnostic tests (RDTs), artemisinin-combination therapy (ACT), residual internal spray insecticide (IRS), and drugs for Preventive Treatment in Pregnancy (IPTp), ensuring that these commodities are accessed and are properly used at the right time, which protects investments.

• In order for a Emotional health communication program to have an impact, it should disseminate appropriate health content that satisfies the following criteria, as prescribed by the *Office of Disease Prevention and Health Promotion*:

- Emotional Accuracy: The Malaria data content is valid and without errors of fact, interpretation, or judgment.
- Emotional Availability: The Malaria content (whether targeted message or other information) is delivered or placed where the audience can access it. Placement varies according to the audience, message complexity, and purpose, ranging from interpersonal and social networks to billboards and mass transit signs to prime-time TV

or radio, to public kiosks (print or electronic), to the Internet.

- Emotional Balance: Where appropriate, the Malaria content presents the benefits and risks of potential actions or recognizes different and valid perspectives on the issue.
- Emotional Consistency: The Malaria content remains internally consistent over time and also is consistent with information from other sources (the latter is a problem when other widely available content is not accurate or reliable).
- Emotional Cultural Competence: The Malaria Prevention design, implementation, and evaluation process that accounts for special issues for select population groups (for example, ethnic, racial, and linguistic) and also educational levels and disability.
- Emotional Evidence-based: Relevant Malaria scientific evidence that has undergone comprehensive review and rigorous analysis to formulate practice guidelines, performance measures, review criteria, and technology assessments for tele-health applications.
- Emotional Reach: The Malaria Prevention content gets to or is available to the largest possible number of people in the target population.
- Emotional Reliability: The source of the Malaria Prevention content is credible, and the content itself is kept up to date.
- Emotional Repetition: The delivery of/access to the Malaria Prevention



content is continued or repeated over time, both to reinforce the impact with a given audience and to reach new generations.

Emotional Communication is an integral component of the total health programmes. It has attained greater importance in emotional health promotion and development. The main role of emotional communication is providing information, persuasion and motivation, reminding and influencing the behavior of the people. Emotional Communication activities challenge the current thinking and behaviors of people by creating awareness of the problem and suggesting actions to change the milieu.

Emotional Communication interventions using mass media can be a powerful force for raising awareness, building knowledge and influencing public opinion about the disease. Interpersonal emotional communication and community media usage can also be effective as part of a communication plan.

Emotional Communication also supports the advocacy and social mobilization approaches.

It has been well documented that poor health education and awareness about Malaria among the patients and health care providers are one of the fundamental problems which can adversely affect Malaria emotional communication control programme. In those settings where high cure rates had already been achieved, community health education was observed to be highly relevant.

The Malaria control programmes have recognized the importance of knowledge and emotional behaviour of the patient as well as of the general population and these key issues have a profound

influence on the treatment seeking emotional behaviour and completion of treatment.

Emotional Communication plays a major role in meeting four fundamental challenges in Malaria control: (Health Communication, 2009)

- Improving Malaria case detection and adherence to treatment;
- Combating Malaria stigma and discrimination;
- Empowering people affected by Malaria; and
- Mobilizing political commitment and resources for Malaria.

All Malaria emotional communication programmes rely heavily on a strong infrastructure and an effective Information, Education and Communication (IEC) strategy. IEC can play an emotional role by generating awareness, encouraging timely self-reporting and improving adherence to treatment among patients, all of which are major determinants of the success of the programme.

### Conclusion

The following Emotional Health Communication narratives need to be adopted for a Malaria-free Society: <https://cancercontrol.cancer.gov/brp/bbbs/b/docs/Affective-Science-Presentation.pdf>

- a. Need for systematic inclusion of emotion-related constructs in health communication research of Malaria
- b. Need a better understanding of the conditions under which emotion-based malaria messages influence health-related knowledge, attitudes, and behaviors – Moderators of effect of emotion-based strategies



- c. Need to think about how people use media to manage emotions, cope with stress and implications for Malaria health
- d. Greater inclusion of emotion or affective constructs into Malaria health behavior change and media effects theories

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<http://www.ihs.org.in/HealthSystemsFactSheets/Malaria.htm>

<https://cancercontrol.cancer.gov/brp/bbpb/docs/Affective-Science-Presentation.pdf>

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