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

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Chapter 1

Introduction to Social pharmacy

- The displine that deals with the medicinal role by considering the social, scientific andhumanistic 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 andfundamental 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 diseasesmanagment .

Role of pharmacist in public health

- ❖ They Provide population based care.
- ❖ They conduct diseases 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 absenceof diseases"

National health Programme was declared by the indian givernment in 1983 with the aim

- ➢ To provide proper health service for checking infection 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 organisation in 1948recognised some parameters for measuring an individual's functionality
- Physical, social, and mental dimensions were the three measure identified initially whileemotional , spiritual , and environmental dimension identified lately

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 asfunctioning properly.

I. Clean skin
II. Bright eyes
III. Proper bereath 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 surroundingworld including the environment
- The characteristics of an individual who is mentally fit.
  - The individual should have no internal conficts.
  - The individual should be well adjucted 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 intelligantly.

3. Social health

- Social health is defined as a quantity and quality of an individual inter personalities and theextent of involement with the community.
- Social health indicates harmony and intergation with in the individual between the individualand other member of society.
- Development good social skills improve an individual's relationship with other people helps inmaking friends helps in career and also to live independel]nly in adult life.

4. Spiritual health

- Spiritual health is defined as a personal matter involving value and beliefs providing a purposein 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 differents 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 directlyinfluenced by health and social care
→ The world health organisation has identified the some determiants of health

1. Income and social status :

- As the income and social hierachy increase the health of an individual improves Livingconditions 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 comparsion to those who havestressed.

3. Education :

- Health of an individual is also determines by the education live. Education also increases opportunities for income and job security and provides with a sense of controlover life circumstances Poor health , more stress, and labour self confidence often resultdue 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 relationshipsalso establish a supportive society that reduces or avoid the potential risks to good health.

5. Physical environment :

- Air and water quality are the physical factor in the natural environment which put theirimpact on health.

6. Healthy child development :

- The effect of pre-natal and early childhood experiences has a very powerful impact onhealth, well being Children born in families having low income have low birth weighteat 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 provide by families, friends, and communities.

8. Gender :

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

Health Indicators

→ A characteristic of an individual, population, or environment which is measured either directlyor 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 include
   - **Crude Death rate :** It is the number of death per 1000 population per year in acommunity
   - **Life expectancy :** It is the average number of the year a new born will live in apopulation
   - **Child Mortality rate :** It is the number of death of 1-4 years old childrens in a givenyear per 100 children of the same age group at the mid point of the same year
   - **Under 5 proportionate Mortality Rate :** It is the proportion of total deaths ofchildren below 5 year of age
   - **Maternal Mortality rate :** It is the Proportion of deaths of women of reproductive agein most of the devrloping country

2. Morbidity Indicators :

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

3. Born with Nutritional Status Indicators :

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

4. Indicators of social and mental Healy :

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

National health Policy

- A national strategy for controlling and optimising the social user of its health knowledge ofproposed objectives is called health policy
- Accorting to WHO, "**Health policy is defined as decisions, plane, and action that areundertaken to achieve specific health care goals with in a society**"

National health policy 1983

- The ministry of health and family welfare of government of india evolved a National healthpolicy 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 incompleated goals. According to this revised ploicy government and health professional are forced to provide goodhealth care to the society.
- The NHP 2002 leads to enhance the use of health service to a large group rather than a smallgroup

Objective

- To ensure equal availability to health service across the social and geographical expanse ofIndia.
- To increase the contribution of private sector in facilitating health service for people who canafford to pay.
- ToSpread out public health system by improving the infrastructure in existing institution.
- 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 healthpolicy 2017.
- The main aim of the ploicy 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 bharat Abhiyan
II. Balanced, healthy diets and regular exercises
III. Addressing tobacco, alcohol & substance abuse
IV. Yatri suraksha : preventing dealths due to rail and road traffic accidents
V. Nirbhaya nari : Action against violence
VI. Reduce stress and improved safely 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 andWellness 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 achived by 2015 that respond to the worlds's main developmentchallenges and signed under the united national millennium declaration in sep 2000
- All the 191 united national member states have agreed to achived there MDG's by the year 2015

8 Millelium Development Goals

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

Sustainable Development Goals

➲ The united national sustainable development goals also known as the global goals, were adopted by the united national in 2015 as a universal call to action to end poverity , protect theplanet, and ensure that by 2030 are people enjoy peace

Targets of SDG by the year 2030

- To decrease the global material mortality rate to less than 70 per 100000 live birth
- To end the epidemis of AIDS, Tuberculosis, Malaria etc
- To reinforce prevention and treatment of substance abuse, comprining narcotic drugs abuseand harmful use of alcohal
- To confirm universal access to sexual and reproduction heaqlth care service for family planning , information & education of reproduction health into national strategies andprogrammes

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. Affortable 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 Institution
17. Partnership for the goals

FIP (INTERNATIONAL PHARMACEUTICAL FEDERATION) DEVELOPMENT GOALS

→ The FIP Development goals are a major global initiative in the pharmacy field

→ There were formed on the innovation responsible for the launch of FIP Pharmaceuticalworhforce Development Goals (PWDG's)in nov 2016

FIP Development Goals

1. Academic capacity
2. Early Career Training Stretegy
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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