

Chapters question 6 for essentials of health behavior, social and behavioral theo...

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Chapters question 6 What does encoding and decoding information refer to in communication theory? Why is this important for communicating about health behavior?

In communication theory, "encoding," means putting information into symbols, context or speech so that the receiver can understand the message. A message therefore has first to be encoded before being sent through a certain media. "Decoding" means interpreting the message sent. The receiver after receiving the message or information tries to decipher a meaning from the message before responding to the message or rather before giving feedback (Edberg 66). When communicating about health behavior it is important for the health providers to know how to encode a message so that the targeted people can interpret the message accordingly. For instance, if a health organization wishes to communicate to the youth about the dangers of smoking the right media to encode the message is through social media via the internet.

2) In terms of ecological model, what kinds of things does a community mobilization effort address?

Community mobilization effort fosters to ensure the community at large is aware of any health conditions that may not have been accepted by the community. Community mobilization effort tries to create awareness about a certain condition that may be affecting the community (Edberg 70). For instance, public health organizations may wish to address the problem of HIV/AIDS stigmatization to the community. Some societies and culture still do not talk about the disease and they isolate those infected, therefore to curb the problem healthcare professionals can use lobby groups through

community mobilization efforts to ensure the community becomes aware of the disease and its implications.

3) What is meant by organizational culture how does it relate for example to work related health behavior

Organizational culture refers to the style in which an organization uses to carry out its daily activities. Different organizations have different ways of handling their activities. For instance, in a health organization setting organizations handle patients and diseases differently. Therefore, due to technological advancement health organizations are required to embrace changes and incorporate them in their daily activities (Edberg 71).

Organizational culture also affects the health behavior of an organization. For instance, an organization may find it difficult to relate with an immigrant who is not a native speaker. Therefore, the organizational culture should be incorporated to handle all problems even language barrier problems.

4) Using HIV/AIDS as an example, what issues would political economic approach address in terms of potential action?

HIV/AIDS pandemic affects mostly the poor people living in urban areas. Therefore, through political economic approach the problem can be addressed to reduce the impact of the disease to the affected people. The government can provide affordable loans to women who can engage themselves in small businesses that will assist them improve their lives, with the women making their own money their economy well being will improve and prostitution will be reduced considerably. In addition, the government can also engage in talks with various banks to provide the loans at a small interest fee to assist the women to be self-sufficient (Edberg 72).

5) What is cultural about an ethno medical system?

Ethno medical system is a system that has been affected by culture in one way or another. A number of people still believe in spiritual and traditional healers for curing their diseases. Therefore, health organizations ought to develop an ethno medical system that will use the modern facilities of health care and the traditional methods to cure diverse diseases. In addition, the approach will assist people to be comfortable with healthcare providers (Edberg 73).

Work cited

Edberg, Mark C. Essentials of Health Behavior: Social and Behavioral Theory in Public Health. Sudbury, Mass: Jones and Bartlett, 2007. Print.