

Introduction to Social Pharmacy

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1.1. DEFINITION AND SCOPE

The social pharmacy is defined as the discipline dealing with the role of medicines humanistic prospective. It means the supplementary knowledge of dealing with people another system it provides new forms of health care system to promote and help the individuals rather than simply treating the diseases. It provides an effective and efficient service to patients through proper communication skills. Social pharmacy knowledge is essential for pharmacists to bridge the gap between clinical and fundamental knowledge. As a result, for the enhancement of the patient's health. The acceptance of new patient-centered roles in pharmacy such as medication adherence, counseling and home medicine review, highlights the necessary of the pharmacists, patient-centered position in social pharmacy. It provides an effective and efficient service to patients through proper communication skills. Social pharmacy knowledge is essential for pharmacists to bridge the gap between clinical and fundamental knowledge. As a result, for the enhancement of the patient's health. The acceptance of new patient-centered roles in pharmacy such as medication adherence, counseling and home medicine review, highlights the necessity of the pharmacist's, patient-centered position in social pharmacy. It influences all social-factors such as Ethics, policy and regulation of medicines, medical information rules relationship and processes for the use of medicines. In future social pharmacy will play a bigger role in this its efforts to restructure pharmacy practice in accordance with its global role, pharmacy education in India has prove to be a major stake holder, social pharmacy enables the pharmacy profession to act and take responsibility for the problems.

SCOPE OF SOCIAL PHARMACY

- Social pharmacy deals with the human behavior science. In associated with individual as well as large and small groups

- It provides new forms of health care systems to promote health rather than simply treat the disease
- It provides an effective and efficient services to patients through communication skills
- It is emerged as a distinct field of studies to response to wider social change.

1.2. ROLE OF PHARMACISTS IN PUBLIC HEALTH

Public health is defined as science and arts of preventing diseases, promoting education, prolong life span, health life span of diseases and injury.

Pharmacist contribution to public health by

1. Community awareness
2. Health promotions
3. National health programmes
4. Professional dispensing
5. Patient counseling
6. De-addiction services

All of these tasks are completed by public health professionals with a variety of backgrounds

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A. Diseases prevention and medical safety: It is the help in implementation of Some Screening Programmes to determine immunization status as well as the detection of some undiscovered Medical issues. The role of health-System pharmacists in medication Safety and Error prevention is also one of the important practices.

Such practices have the potential to reduce the number of hospitalizations caused by drug therapy mismanagement and Counter fit Medications.

Medication reconciliation programme is one of the most important tools that pharmacists can use to achieve these objectives.

B. Population-based health care: Pharmacists should be active in both patient-based and population-based care.

In the last 2 decades health-System pharmacists have been able to Support Public health Efforts by designing management Programmes. Health-System pharmacists, in collaboration with their health care colleagues Can contribute to population healthcare by utilizing tools such as medication use Evaluation and Evidence-based disease management programmes.

C. Education in health: Another major area in which Pharmacists can assist the Establishment of programmes on public health related issues such as Exercise, Proper Eating, and cigarette cessation.

School health programmes, for Example aid in the development of good health behaviors in children that, can be carried over into adulthood. It is better to start Counseling/training programmes on public health care at a young age.

These types of school health programmes Should be supported by pharmacists. Health care professionals also could start Educating community members involved in public health, Such as public office holders, legislators, school officers, regulators and religious figures.

1.3 CONCEPT OF HEALTH—WHO

per WHO, health is a positive concept that highlights Social and Personal researches as well as physical ability

(or)

As a state of Complete physical, mental and social well-being and not merely the absence of disease or medical condition.

1.4 DIMENSIONS OF HEALTH

It has several dimensions including

1. **Physical Health:** It is the normal functioning and growth of all parts of the body and also the body as a whole. Physical health detected by various signs like good Complexion, clean skin, sweet breath, good appetite, Sound sleeps Etc.

2. **Mental Health:** It is the ability of an individual to adjust with the Surrounding world and society such that he lives harmoniously with others. So, it is not just the absence of mental illness. The characteristic of mental health care are:

A. **Self-satisfaction:** The Person is satisfied with himself with no inner conflict

B. **Adjustment:** He adjusts with others and accepts their criticism

Self-Controls: He has good self-control. He does not have anger, fear, jealousy, Worries Etc.

Social Health: It is the ability of an individual to adjust with the Society. The Characteristics are

A. Possession of Social Skills.

B. Proper social functioning within the Community.

C. Ability of on self to see as a member of the society.

3. **Spiritual health:** It refers to that part of the individual which reaches out and strives form Earning and purpose in life. Spiritual health can not be explained fully. It involves physiology and psychology.

1.5. DETERMINANTS OF HEALTH

All those factors that affect the various aspects of health are considered as determinants of health. The determinants of health lie both within the individual and externally in the society in which he or she lives. The health of an individual depends on a combination of (2) sets of factors to which he is exposed. The various determinants of health are

Heredity: Genes determine the health of an individual from the moment of conception. The genetic makeup cannot be altered. Some diseases like diabetes and mental retardation have genetic origin, so the health of an individual depends on his genetic Constitution.

Lifestyle: It means the way people live. It includes culture, behaviour and also habits like Smoking and alcoholism. A number of diseases like heart diseases, Cancer and diabetes are related to life-style. Good life-style like good food, sleep and Exercise promotes better health

Environment: Diseases are caused by changes in Environment like air, water, climate etc.

It is of two types.

Internal Environment: Relates to Each and Every tissue, organ and System of the body and their harmonious functioning.

External Environment: It is the physical, biological and Psychological Components to which an individual is exposed.

Socio-Economic Conditions: They include income, Education, nutrition, Employment and housing.

Income: Rich People have a capacity to Seek better medical Care. So, they are healthy. But rich People are in active and sedentary. So, they are Prone for heart diseases, diabetes and obesity.

Education: Especially female education has an influence on health. Education helps people tounderst and the importance of clean Environment and maintaining good health.

A. **The Nutrition:** Starvation has an adverse Effecton health. Good nutrition is essential for normal growth and also for resistance against infection.

B. **Occupation:** Employment provides income. Employed people enjoy good health. Due to lack of income un employed People do not have access to health care.

C. **Health Services:** The aim of health and family Welfare Services is to treat diseases, prevent illness and Promotion of health. Health Services like Safe water Supply & immunisation prevent a variety of diseases.

D. **Other health related systems:** They include agriculture, education, industry and rural development. They have an impact on health by raising the standards of living.

1.6. INDICATORS OF HEALTH

Health Indicators: Indicators are required assess the health of a community and also to Compare the health status of one community with other. Also, they are required to monitor and evaluate the success of health Services and health programmes.

Characteristics of indicators:

1. **Valid:** It must measure what it is supposed to measure
2. **Reliable:** The answer should be the same if measured by different People
3. **Sensitive:** They should show Variations in different situations
4. **Specifics:** Changes must occur only in the situation concerned

Type of indicators:

1. Mortality indicators
2. Morbidity indicator
3. Disability indicators
4. Nutritional status indicators
5. Health care delivery indicators
6. Environmental indicators
7. Social and mental health indicators
8. Utilization rates

9. Socio-economic indicators
10. Others
 1. **Mortality indicators:** Frequency of death(death rate),is an important indicator of health in a community. of the various mortality rates, crude death rate is the frequently used index.
 - It is calculated by the following formula crude death rate = No. of deaths in a year \times 1000/Mid-year population.
 - The other death rates used are infant mortality rate, child mortality rate, mortality rate, proportion al mortality rate and diseases pecificmortality rate.
 2. **Morbidity indicators:** The occurrence of disease is also an indicator of health. The various morbidity indicators are incidence rate, prevalence rate, notification rate, hospital attendance, admission and discharge rate etc.
 3. **Disability rates:** These include days of restricted activity, bed disability days and work loss days.
 4. **Nutritional status indicators:** They are measurements of height, weight and mid-arm circumference.
 5. **Health care delivery indicators:** They are doctor Population ratio, doctor-nurse ratio, population-bed ratio.
 6. **Environmental indicators:** They include proportion of the population who get safe water, and also in dicatorsrelating to pollution of air, light and water.
 7. **Social and mental hearth indicators:** Suicides, homicides, smoking, alcoholism and drug abuse.
 8. Stay,% of People using family planning methods etc.
 9. **Socio-economic indicators:** Rate of population, increase literacy rate, family size, housing etc.
 10. **Others:** They are health policy indicators, social indicators, basic need indicators, and health for all indicators.

1.7. NATIONAL HEALTH POLICY—INDIAN PERSPECTIVE

National Health Policy is an initiative by the Central Government to strengthen the health system in India. This initiative moulds various dimensions of health sectors like disease prevention, promotion of good health via cross-sectoral actions, health investment, strengthening human resources, technological advancements and more.

Launched in 2017, the National Health Policy replaces the existing policy previously established in 2002. There are significant changes brought to the policy framework and its objectives.

National Health Policy was launched in 2017 by the Central Government to replace the existing health policy. This policy has introduced four significant goals:

Changing health priorities

This policy aims to tackle the increasing non-communicable and infectious diseases in India.

Growth of the health care industry

National Health Policy plans to strengthen the health care industry by introducing newer and more advanced technologies.

Lower the expenditure

This policy also aims to reduce medical expenses and other health-related costs. They aim to provide superior services to poor and backward communities.

Economic growth

It aims to enhance fiscal capacity by boosting economic growth.

The National Health Policy aims to achieve the following goals:

- It aims to offer superior health services to every age group and gender.
- The policy focuses on providing universal access to excellent quality health care services at a reasonable cost.
- Promoting health care orientation in every developmental policy.
- Offering access to better treatment, lowering expenses related to health care services and improving quality.
- It aims to reduce premature mortality from cancer, cardiovascular diseases, chronic respiratory diseases and diabetes by 25% within 2025.
- This policy recognises the importance of sustainable development and time-bound quantitative goals.
- National Health Policy in India improves overall health status through promotive, palliative, and rehabilitative services.

The following are the fundamental principles of the National Health Policy 2017.

• **Professionalism and ethics**

National Health Policy commits to integrity, highest professional standards and ethics. It integrates these functions in health care delivery services by maintaining transparency and a sustainable environment.

• **Equity**

This policy aims to reduce the inequity and disparity based on caste, gender, disability, poverty and other forms of social exclusions. This also includes offering financial protection to poor and underprivileged patients.