Tackling Public Health in a Culturally Diverse World

Pratik Naxine

Undergraduate Student Second Year, Bachelor of Physiotherapy, Datta Meghe College of Physiotherapy, Nagpur (Maharashtra) Email id - pratiknaxine2699@gmail.com

Change, such a scary beautiful word. We are working for a modern democracy build on the values of human dignity and equality. The conflicts have deepened and new dangers have emerged. Climate change is moving faster than we are, Inequalities are growing and we see horrific violations of human rights. Nationalism and fear of hatred are on the rise and as we begin, I call for unity. I truly believe that we can make our world a more safe and secure. We can settle conflicts overcome hatred and defend shared values.

We can only do that together. Narrow the gap. Bridge the divides. Rebuild trust by bringing people together around common goals. Unity is the path. Our future depends on it. The question arises regarding bridging the healthy equity gap in an unequal culturally diverse world.

Bioethics have an application ranging from birth to end of life. It has an impact at every level of human community.

What is Ethics? Let me first define the word "Ethics." Ethics refers to well-founded standards of right and wrong that prescribe humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Ethics is when one knows what is normal between what is right or wrong. For a well-mannered individual, it is easy to think first before you act on something. It is for us to know what our rights are and whether it is right or wrong, to do or not. We should be responsible of our actions or behavior. In the society or community, we can see the diversity on ethics because of differences in race, differences of religion, differences in beliefs and political views.

Ethics is important to every society as it plays important role in shaping the individual's behavior in society. The question is how to bring maturity so that it can make the most helpful contributions? Before making any decision think about what should I do? How should I react? How should I treat others? What are my obligations or responsibilities towards others? What type of person I should be?

Ethical Questions for Individual Practitioners-

- When should communicable diseases be reported to public health authorities?
- Can medical treatment ever be provided against a patient's will?
- Can patients refuse to undergo routine preventive health measures?

Public health Care is commonly cited example of a service that ought to be distributed according to the need [1]. Why be concerned about equity in health care distribution? Part of the answer is that health care serves a significant end in individual's health'. The work of public health professionals is important because public health initiates affect people every day in every part of world. It addresses broad issues that can affect the health and well being of individuals, families, communities, population, and societies, both now and for generations to come.

Culture that is dynamic and evolving. Even when you think you understand one culture it will have evolved or you will have identified exception. Diversity exists within any single culture. The barriers to receiving effective public health treatment are nothing short of intimidating. In public health care we need to recognize cultural differences, individual differences. We need to show respect, speak clearly, be transparent, clarify and ask for clarification when needed.

Practical reasons that can be put forth for attaining greater diversity in Public health care are(3):

- Advancing the cultural competence
- Increase access to high quality health care workforce
- Ensuring the optimal management of Public health care systems'.

The cultural competence denotes knowledge, skills, attitudes and behavior required of a practitioner to provide optimal health care services to person from a wide range of culture and ethnic background' [2]. To do so effectively health care providers must have a firm understanding of how and why different belief systems, cultural biases, ethnic origins, family structures and host of other culturally determined factors influence the manner in which people experience illness adhere to medical advice and respond to treatment'.

Such differences are real and translate into real differences into outcomes of care. Physicians and other health care professionals who are unmindful of the potential impact of language barriers, various religious taboos, unconventional explanatory model of diseases or traditional alternative remedies are not only unlikely to satisfy their parents but more importantly are also unlikely to provide their parents with optimally effective care' [3].

Public Health is more focused on the group even though each individual is affected by Public Health. We all need to resolve public health ethical issues at system level and make organizational decisions. Feel empowered to behave ethically. We all need to get educated in environment that is characteristics of the diverse world they will be called upon to serve.

Throughout the public health code of ethics, the emphasis is clearly and definitively focused on the word "community". The connection between individuals interacting in the community is stressed to show the importance of individual health on the community as a whole. The public health code of ethics is focused more generally on the health care provided to communities and populations and does not focus directly on a specific profession's interaction should be with a patient, but instead broadly stated what "public health" should do.

"Health Care Ethics is a set of moral principles, beliefs and values that guide us in making choices about medical care." Some challenges related to public health research ethics. There is no standardized method of organizing either the ethics of clinical practice, or the public health and biomedical research. Although these distinctive concerns are often dealt with under the broader term of bioethics, sometimes bioethics is presented as the equivalent of medical ethics.

Whichever approach is preferred, a key question remains: what distinguishes public health ethics from medical ethics? The answer lies in the distinctive nature of public health. It is difficult to estimate direct benefits of the majority of public health interventions since some of these interventions target many health problems and many interventions can contribute to reduce the burden of one health problem. Furtherer, it is known that some of health determinants like those associated to environment change naturally. At individual level, it is even more complicated as the efficacy of public health intervention is the absence of a particular health event that is difficult to justify by the intervention

Providing proper health care services to an ever more diverse population is bound to an increasingly difficult challenge. In this issue of ethics in public health we need to choose what we want to be whether a collectivist or individualist.

If collectivist - it focuses on 'WE', it promotes relatedness and interdependence, it has connection to family, it values respect and obedience, emphasize group goals cooperation and harmony, greater and broader influence of group views and values.

If Individualist- that focus on 'I', value autonomy, view ability to make personal choices as right, emphasize individual initiative and achievement. The healthcare team protects the rights, privacy, confidentiality and dignity of its residents.

As a healthcare provider, we must possess the good virtue of honesty, the most important quality we can bring to our job. Since its inception, public health has recognized social conditions as basic causes of illness and disease.

To bridge the healthy equity gap in culturally diverse world that too in public health we need to [4] –

- Monitor health status to identify and solve community health problems.
- Diagnose and investigate health problems and health hazards in community
- Mobilize community partnerships and action to identify and solve health problems
- Assure competent public and personal health care workforce
- Evaluate effectiveness be accessibility and quality of personal and population based health services

We need to Empower, Inform, Educate people about health issues

RECOMMENDED READING AND REFERENCES

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