



## Understanding Health Communication to advance Health Promotion and Disease Prevention

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### Abstract:

Effective health communication is core in public health practice. Health Promotion and Disease Prevention involves interventions, education, and incentives targeted to ensure healthy lives, improve wellbeing, prevent diseases and specific health risks through informing healthy behaviors as opposed to the curative model of care.

According to the Centers for Disease control and Prevention (CDC) and the National Cancer Institute, Health Communication is the study and use of communication strategies to inform and influence individual decisions that enhance health. Health communication includes verbal and written strategies to influence individuals, communities and populations to make healthier choices which in turn positively influences health outcomes.

In Nigeria, most of the leading causes of death are preventable and as such 56.7% of Nigerians need access to innovative, intensifying and cost effective health based information dissemination programs. Health Communication is unarguably the most effective method for enhancing behavior change, through strategies like; health campaigns, bill boards, social media, radio or television and newsletters.

### Biography:

Beulah Dukanwojo Suleman is a Global Citizen, Social Studies expert and an emerging Public Health Professional. She holds a Bachelor of Education degree in Social Studies from the Obafemi Awolowo University, Ile-Ife, Nigeria. She is a strategic leader with extensive knowledge in International Development, Public Health



Surveillance, Knowledge Management in Global Health Programs, Public Health Communication Essentials for member states, Public Health Interventions in pandemics and epidemics to mention but a few.

She is a member of the International Society for Infectious Diseases (ISID). She is passionate about promoting preventive healthcare and health equity through communications, advocacy and research.

### Publication of speakers:

1. Centres for Disease Control and Prevention (CDC). Gateway to Health Communication and Social Marketing Practice, 2015.
2. Nkanunye CC, Obeichina GO. Health Communication Strategies as Gateway to Effective Health Promotion and Well-being. J Med Res Health Educ 2017, Vol. 1 No. 3: 13.
3. The World Health Report 2008: Primary Health Care. Now more than ever. Geneva.
4. Centre for Rural Health (2015) A tool kit for promotion and disease prevention. University of North Dakota

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