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# REPORT (2019-20) OF CENTER FOR HEALTH COMMUNICATION (CHC)

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Department of Community Medicine & Public Health

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RAWALPINDI MEDICAL UNIVERSITY

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# Table of Content

<u>Content</u>	<u>PAGE</u>
Work Moto of CHC .....	i
Work 4 <sup>th</sup> year MBBS .....	ii
Health message development to dissemination .....	iii
Work detail during 2019-20 .....	iv
List of tables of 4 <sup>th</sup> year work .....	v
List of table of faculty work .....	vi

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## CHC THEME

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Health communication is the study and use of communication strategies to inform and influence choices people make about their health. Health information technology includes digital tools and services used to enhance patients' self-care, assist in patient-provider communication, inform health behaviors and decisions, prevent health complications, and promote health equity. Messages are shared directly by the students and the faculty in every possible opportunity including community settings, Hospitals OPDs, attendants of patients in wards and resting areas, public health conferences & seminars, health walks etc. Health communication and health information technology enables health professionals and the public to search for, understand, and use health information to significantly impact their health decisions and actions.

### **Communication alone can do:**

- Increase the intended audience's knowledge and awareness of a health issue, problem, or solution
- Influence perceptions, beliefs, and attitudes that may change social norms
- Prompt action
- Demonstrate or illustrate healthy skills
- Reinforce knowledge, attitudes, or behavior
- Show the benefit of behavior change
- Advocate a position on a health issue or policy
- Increase demand or support for health services
- Refute myths and misconceptions
- Strengthen organizational relationships

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## HEALTH MESSAGE DEVELOPMENT TO DISSEMINATION WORK SOPS

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1. Batch in charge two days prior to commencement of the batch meet HOD/Senior faculty to discuss and finalize Topic for Health Message.
2. We conduct a batch tour to CHC Room to initiate and motivate about work ahead.

3. We conduct a Health Message development session in CHC Room under HOD/senior faculty
4. Initial draft of Health Message is prepared.
5. Health Message is finalized by the HOD/senior faculty.
6. Health Communication/ Health Message deliverance firstly discussed with HOD/senior faculty (site / community, method of deliverance).
7. Whole record of the Health Message Development by the batch is kept and handed over to in charge CHC Dr. Sana and Dr. Narjis coordinator-CHC.
8. Colored copies of Health Message (4-6).
9. Pics/videos of the whole activity (Process of development and communication to the community)

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## HEALTH MESSAGE COMMUNICATION, SOP'S FOR STUDENTS

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1. Each student will communicate at least 05 persons for the given message
2. Students will keep record of this health communication (recipient detail, name, age gender).
3. Students will submit original record to the batch in charge in written form.
4. Health Message Communication activity will be carried out under supervision of batch in charge.

## HEALTH MESSAGE DEVELOPMENT TO DISSEMINATION(HMDTD) BRIEF2019-20

During 2019-20, most of the batches of 4<sup>th</sup> year MBBS were on line and others were on campus. HMDTD work was done under the on campus teaching & training opportunity

Sr.No	Batch Name	Batch In Charge	Duration Of Batch	Work Done By Batch	Remarks
1	D	Dr. Mahjabeen Qureshi	9/12/19 To 22/12/19	Self-Medication And Determinants Of Adult Population Of Rawalpindi	On Campus
2	E	Dr. Abdul Qadoos	23/12/19 To 12/01/20	PERSONALITY TRAITS OF MEDICAL STUDENTS: A CROSS SECTIONAL STUDY	On Campus
3	F	Dr. Abdul Rehman	13/01/20 To 26/01/20	A Description Of Eating Habits Of Medical Students Of Rawalpindi Medical University	On Campus
4	G	Dr. Farhan Hassan	27/01/20 To 09/02/20	KNOWLEDGE OF COUGH ETIQUETTES IN MEDICAL STUDENTS, DOCTORS AND NON-MEDICAL STAFF	On Campus
5	H	Dr. Narjis Zaidi	10/02/20 To 23/02/20	Knowledge & Perception Of Social Factors Affecting Eating Habits In Youth Of Rawalpindi & Islamabad Settings	On Campus
6	I	Dr Umaria Ali	24/02/20 To 08/03/20	Assessment Of Levels Of Emotional Intelligence Among Students Of Public Medical College Of Pakistan Amidst The Crisis Of Covid-19 Pandemic	On Campus
7	J	Dr. Sidra Nasim	03/08/20	REASONS FOR GRAND MULTI PARITY IN A DEVELOPING COUNTRY AND ITS CONSEQUENCES.	On Line
8	K	Dr. Anum Abdullah	06/04/20 To 16/04/20	A REVIEW AND ANALYSIS OF POOLED EPIDEMIOLOGICAL DATA AVAILABLE ON INTERNET ABOUT COVID-19 OUTBREAK IN WUHAN, CHINA	On Line
9	L	Dr. Gulzeb Pervaiz	31/08/20 To 13/09/20	Frequency Of Various Symptoms Of Premenstrual Syndrome In Female MBBS Students	On Line

10	M	Dr.Abdul Rehman	25/05/20 To 04/06/20	A Description Of Eating Habits Of Medical Students Of Rawalpindi Medical University	On Line
11	N	Dr. Abdul Qadoos	01/10/20 To 14/10/20	Epidemiological Information, Analysis Of Data Available On Internet About COVID - 19 In United States Of America	On Line
12	O	Dr. Mahjabeen Qureshi	15/10/20 To 28/10/20	Pattern Of Health Problems During Last 3 Months Of COVID Pandemic As Reported By The General Physician (GP)	On Line
13	A	Dr. Farhan Hassan	22/06/20 To 25/06/20	Assessment Of Level Of Preventive Measures Against Corona Disease Among Educated People (Non-Medical).	On Line
14	B	Dr. Umaria Ali	03/08/20 To 16/08/20	-	On Line
15	C	Dr Gulzaib Pervaiz	13/07/20 To 25/07/20	Perception And Acceptance By A Section Of Youth Of PREMARITAL SCREENING As Health Measure To Control Some Genetic, Perinatally And Sexually Transmitted Diseases Prevalent In Community	On Line



راولپنڈی میڈیکل یونیورسٹی  
راولپنڈی کے صحت و بیماری مرکز  
Center for health communication (CHC)

**توجہ فرمایا!!!**  
آپ کو اطلاع دینا چاہتے ہیں۔  
انٹریکس (Antibiotics) سے احتیاط کرنا ضروری ہے۔ اس کی بے جا اور زیادہ استعمال سے بیماریوں کا علاج مشکل ہو جاتا ہے۔  
اس لیے اس کا استعمال صرف طبی حکام کی نگرانی میں کرنا چاہیے۔

1. انٹریکس (Antibiotics) سے احتیاط کرنا ضروری ہے۔
2. انٹریکس (Antibiotics) سے احتیاط کرنا ضروری ہے۔
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4th year MBBS Students Batch N





## FACULTY CHC ACTIVITIES BRIEF DURING YEAR 2019-20

1. 1/ March 7<sup>th</sup> 2019 Hepatitis C Screening Awareness campaign  
At Govt. and Private secondary schools of Rata Amral.



## 2. 2/ Influenza seminar On “Seasonal influenza (H1N1) control strategies” 15<sup>th</sup> march 2019







### 3. / Dengue awareness campaign in union council 1



4. SEMINAR ON “RAPID POPULATION GROWTH AND ITS IMPLICATIONS” in collaboration with Torque ( Marking Company) and Greenstar on 9th January,2020



5. Corona virus (2019nCoV) Epidemic threat in Pakistan: Alert & Awareness: Seminar on: "Infection control in Community & Healthcare settings ". Jan 29, 2020





6. Public health message in free medical Camp in SAROBA, CHAKRI District Rawalpindi 23 February 2020



7. Centre for Health Communications ( CHC ) RMU conducted on 3<sup>rd</sup> March 2020 public health seminar in Govt. Girls high school B- block satellite town Rawalpindi on Corona Virus (nCovid-19 ) “ Not panic ,be aware and behave right “



8. Corona virus Epidemic threat in Pakistan: Alert & Awareness:  
Seminar on: “Infection control in Community & Healthcare  
settings” on 12<sup>th</sup> March 2020, Venue: Pak Turk School Satillite  
Town





## 9. Breast Cancer Awareness Day In Pakistan: Alert & Awareness Seminar on “LET’S DEFEAT BREAST CANCER TOGETHER”

► Oct.28<sup>th</sup> , 2020 in Govt. Khadija Girls High School District Rawalpindi



## CHTP SITE SELECTION 2020

