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Chatting in front of the temple at night: A new trial of health promotion and communication in community

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Purpose: A participatory research was conducted from 2013 to 2015 in the communities at Chia-yi County in Taiwan. The research not only investigates the effectiveness of “Chatting in front of the Temple” intervention on health promotion among residents in the countryside-type community, but also explores residents’ attitude toward such a community-based intervention.

Method: There are two phases in this study. The first phase attempts to conduct community-based health promotion interventions from the perspective of cultural sensitivity. Health promotion practitioners therefore step in 16 communities in Chia-Yi county and entertainment-education strategies are employed to motivate residents to engage in health promotion behavior. As the “Chatting in front of the Temple” activity starts, community residents sing karaoke, eat dinner and dance first and then sit before the temple learning knowledge related to health promotion. Health promotion practitioners in the activity also develop some interesting materials (such as animation, pictures and video) in order to pique residents’ interests. The second phase of this study is to conduct a qualitative study (face-to-face interview) on 19 community residents who have participated in the “Chatting in front of the Temple” activity to evaluate the effectiveness of community-based health promotion interventions.

Findings: The finding of the study show that participants regard the plaza of the temple a good place where health practitioners can impart messages related to health promotion to community residents. Residents prefer easy-to-understand information and learn knowledge regarding health promotion via entertainment-based activities. Participants especially emphasize that the “Chatting in front of the Temple” intervention reflects the government’s increasing recognition of the important role of culture as a factor associated with health behaviors.

Conclusion: This study, therefore, suggests that health communication practitioners needs to consider the influence of culture on health behaviors as they design community-based interventions.

Biography

Hui-Yen Liao has study her Ph.D. candidate 5th years from Department of Adult Learning, National Chung-Cheng University, Taiwan. She is the Vice Director of Department of Nursing and Community Medicine, Buddhist DalinTzu Chi Hospital, Taiwan. Also she has been committed to Aging studies.

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