



Effective Communication for Health Behavior Change

Name

Institutional Affiliation

We Make Online Writing A Royal Affair

### Effective Communication for Health Behavior Change

One reason which contributed to the low usage of oral rehydration therapy (ORT) is the notion among parents in the developing countries that drugs are better compared to oral rehydration salts (ORS) which are a constituent of ORT. Another reason which resulted in low ORT usage is the unawareness among parents about the existence of ORT as a mechanism for combating childhood diarrhea. For many who were aware, they did not understand proper usage of the oral rehydration salts.

Concerning the end user, suitable communication strategies were not used. According to Wilson et al. (2013), the success of ORT substantially depends on the end user-provider communication. The attempts to communicate with the end users did not suffice in edifying them about ORT and its existence. For instance, despite many mothers being largely unaware of the ORT's existence, extensive publicity and awareness campaigns were not carried out. Moreover, there were a few follow ups, if any, that were made as part of communicating to the end-users who were utilizing the ORT. A notable communication strategy that could have increased ORT usage is extensive mass media campaigns. Secondly, liaising with healthcare facilities to create increased awareness could have facilitated ORT usage.

Understanding the population's culture would have advanced ORT uptake since it could have laid a firm foundation for discerning the cultural barriers which hinder the intake of ORT. For instance, for cultures which believe that subjecting toddlers suffering from diarrhea to concoctions is a better alternative compared to ORTs and similar interventions is important in devising strategies for dissuading the members of such cultures to shun such outmoded beliefs. One recommendation for eliminating cultural stereotypes is that of continuous advocacy for ORT

through juxtaposing them with other interventions which yield low results. The WHO should endlessly advocate for the protection of rights of children through using ORTs to curb diarrhea.



## References

Wilson, S. E., Morris, S. S., Gilbert, S. S., Mosites, E., Hackleman, R., Weum, K. L., ... &

Hawes, S. E. (2013). Scaling up access to oral rehydration solution for diarrhea: Learning from historical experience in low- and high-performing countries. *Journal of global health, 3*(1).

Order for the Best custom written Essay of superb  
quality on

[EssayPrince.com](http://EssayPrince.com)

**Order Now**