

**HEALTH EDUCATION PROGRAM
FOR
DEVELOPING COUNTRIES**
(THE MOST IMPORTANT KNOWLEDGE)



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INTERNATIONAL & NATIONAL STANDARDS & PRACTICE GUIDELINES

WHO=World Health Organization & its divisions & collaborating partners.
HHS=Dept of Health & Human Services & its divisions & collaborating partners.

**SAVING THE MOST LIVES &
PREVENTING THE MOST SUFFERING-
WHY IS EVIDENCE-BASED HEALTH EDUCATION
SO CRITICALLY IMPORTANT?**

Curative care is needed for approximately 30% of our patient's healthcare problems and we always attempt to collaborate with a local health clinic for those patients who may need to be referred for curative care follow-up.

However, if we wish to provide high quality, evidence-based care for the remaining 70%, integration of community health into primary care in accordance with evidence-based WHO International, as well as, National Standards and Guidelines is essential.

For example, the 2008 World Health Report emphasizes the following as one of the most important problems in healthcare world-wide: *"Misdirected care. Resource allocation clusters around curative services at great cost, neglecting the potential of primary prevention and health promotion to prevent up to 70% of the disease burden"*

A second major problem emphasized in the 2008 World Health Report is *"Fragmented and fragmenting care. The excessive specialization of health-care providers and the narrow focus of many disease control programmes discourage a holistic approach to the individuals and the families they deal with and do not appreciate the need for continuity in care. Health services for poor and marginalized groups are often highly fragmented and severely under-resourced, while development aid often adds to the fragmentation"*

The critical importance of evidence-based health education in meeting the goals of "saving the most lives and preventing the most suffering" is indicated by the following examples:

1. The WHO (Oct 05) reports that at least **80% of Premature Heart Disease** (#1 Cause of Death), **80% of Stroke** (#3 Cause of Death), **80% of Type 2 Diabetes** (#6 Cause of Death), and **40% of Cancer** (#2 Cause of Death) **could be prevented through just 3 things:**

- 1. Healthy Diet**
- 2. Adequate Exercise**
- 3. Not Using Tobacco**

--**All achievable by nearly All patients, especially in developed countries.** (See Sections 38 and 41)

2. **WHO recommendations for breast feeding** until at least 2 years of age. Not only reduces dental carries from bottle feeding, but reduces deaths due to bacterial contamination with bottles, as well as saving numerous additional lives due to breast milk antibodies. WHO reports this would save **over 1 million lives** per year. (See Sections 18,19&20)

3. **Under-nutrition** contributes to **53% of the deaths of children under age 5**. Yet poor families often spend their food money on sweets for their children as that is one of the few things they can afford to give them as treats. Educating parents to the harm this does not only prevents dental carries (See Sections 36&37), but saves lives lost to the deadly combination of under-nutrition and infectious disease (See Sections 38A&B). Appropriate diet also helps prevent paradoxical over-nutrition in older children and adults (See Section 38). It also offers the opportunity to provide holistic care by discussing better ways to show love for their children (See Sections 2B and 30B).

4. **“Smoking is the single greatest cause of avoidable morbidity and mortality...harms nearly every organ of the body.”**--Surgeon Generals Report 2004. Evidence-based sources report that although only 15% of our of our medical treatments for all other conditions have been proven to be beneficial, **education for smoking cessation meets the very highest possible evidence-based ratings for effectiveness. Your teaching saves the life of one of every two patients who decide to quit smoking** (See Section 41A)

5. **Misconceptions about AIDS**. The belief that having sex with a virgin will cure AIDS is a common cause of sexual abuse in children. Challenging just this one belief could save untold deaths and suffering. (See Sections 4&5)

6. **Diarrhea is responsible for 17% of the deaths** of children under age 5. The CDC reports that diarrhea medications increase morbidity and mortality. (It is not the vomiting or diarrhea that kills these children, but the dehydration)

a. Follow-up scientific studies have proven without question that the evidence-based WHO/CDC guidelines as reported in Sections 23-27 are lifesaving.

b. This Education **Rx also enables the provision of evidence-based high-quality life-saving care for all future episodes of diarrhea. (Long-Term Impact)**

c. As most patients have great respect for western medicine, your teaching enhances patient acceptance of the program when later provided by local educators. **(Sustainable Long-Term Culture Changing Impact)**

Please see the *Health Education Program For Developing Countries (HEPFDC)* website for numerous other examples.

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