

Chapter 6

Content Elements for Web-Based Health Promotion

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ABSTRACT

This paper provides an analysis of the basic elements required for health promotion based on digital content. It covers the feedback from the respondents involved in a pilot study type; content interventions were examined among the respondents to analyze the most required content elements for health promotion programs for workplace community. These elements should be focused on to highlight the importance of content quality and interactivity features for health promoters using technology solutions to provide digital content. The findings of this research has attracted the interest of policy makers associates in Malaysia to engage with the research team to enhance the quality of content provided to the Malaysian society.

INTRODUCTION

Information Communication and Technology tools have been accessible nowadays almost by everyone, the content creation and dissemination have been rapidly changing from the traditional methods to better modern methods such as using interactive multimedia and media based content. In correlation with health communication; the ICT tools have been used widely between healthcare professionals and health communication societies to ensure better info transmitting, which will lead to knowledge sharing atmosphere. “The concept of eHealth has gained momentum within health care in recent years, but surprisingly little has addressed the issue of health promotion within eHealth” (Evers, 2006), the ICT tools have been used a lot among health care industries to ensure better health care delivery services but it hasn’t been used utilized with sufficient strategy into health promotion approach. Evers (2006) has also mentioned

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how the Internet should serve as an information hub in America. However, it was mentioned that the Americans who are looking for health information online increased from 46 million to 73 million in December 2002. World Health Organization has determined the role of IT tools into health promotion and healthcare delivery quality. “The internet has become a powerful global communication method for health interventions, providing public access to a wide range of health promotion programs” (Levac, and O’Sullivan, 2010). Eventually, Media tools are still the fastest in terms of becoming the future tools for health promotion “A recent study by the Centre for Health Promotion found that social media was fast becoming a powerful tool in delivering health promotion” (HNC, 2013).

Background Study

WHO (2010) states the health problems in Malaysia reside in NCDs (Non-Communicable Diseases). The World Health Organization and the Malaysian Ministry of Health have collaborated into developing a strategy to address the opportunities and challenges of Malaysia’s Public health. “This includes, adding lifelong wellness to disease prevention and control, by emphasizing health promotion and consumer empowerment” (WHO-Malaysia, 2009). Health promotion strategies need a lot of planning due to community changes and human behaviors as well, therefore the content is really important since it is the core object that will draw an effect on the behaviors.

Ragunath (2013) has stated that the Ministry of Health in Malaysia has prioritized the focus on promoting health at the workplace environment as a partial contribution of the overall health promotion initiative. This step is implemented in collaboration with Mysihaat (Malaysia Health Promotion Board) in order work on the strategies and plans, “*Continuous effort with intersectoral collaboration e.g. Malaysian Health Promotion Board*” (Ragunath, 2013). The role of multimedia content is also missing in the Malaysian society due to the loads of informative content, which only focuses on documentation rather than content quality and methods. Myhealth (2011) is a portal application powered by the Ministry of

Table 1. Malaysian country cooperation strategy

First Arm: WHO support for Malaysian priority areas	Second Arm: Malaysia’s participation in-and contribution to- regional and international collaboration with WHO support towards mutual learning
Development and strengthening of the health system and health policy related to: <ul style="list-style-type: none"> • Health reform and health care financing • Inter-sectoral action in addressing health inequities • Strategic planning and coordination for human resources • Capacity building for evidence based policy and practice • Health information and knowledge management 	<ul style="list-style-type: none"> • Health system governance • Improved quality of care • Integrated Primary Health Care (PHC) • Maternal, newborn, child, adolescent and reproduction health • Nutrition • Food safety and Quality • Pharmaceuticals • Environmental health • Harm Reduction Programmes for Injecting Drugs Users
Prevention and control of NCD, their risk factors and promotion of healthy lifestyles	
Communicable disease control focusing on: <ul style="list-style-type: none"> • HIV/AIDS and STIs • Surveillance and response to outbreaks, IHR including APSED and ‘Beyond’ • Prevention and Control of Dengue, Malaria Elimination and Lymphatic Filariasis Elimination 	

WHO-Malaysia (2009)

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