



## The role of the media in promoting self-care health literacy

Shiva Jegargoosheh<sup>1</sup>, Sousan Hoshmandi <sup>2</sup>, Nazila Nejhadadgar<sup>3\*</sup>

<sup>1</sup>Social Determinants of Health Research Center, Ardabil University of Medical Sciences, Ardabil, Iran

<sup>2</sup>Department of Midwifery, School of Midwifery Nursing, Ardabil University of Medical Sciences, Ardabil, Iran

<sup>3</sup>Department Of Health promotion and Education ,School Of Public Health, Ardabil University of Medical Sciences, Ardabil, Iran

\*Correspondig Author: Email: n.dadgar60@gmail.com

### Abstract

**Introduction:** Self-care means a process in which a person uses his knowledge and skills to perform a series of behaviors in order to treat or improve the recommended behaviors. People get enough information about the disease and how to take necessary care and can use their knowledge in different situations. One of the most important factors that can influence the level of awareness and performing self-care behaviors is health literacy. Health literacy is the ability to acquire, process and understand basic information and services needed for making appropriate decisions in the field of health and includes a set of reading, listening, analysis, decision-making skills and the ability to use these skills in health situations. It seems that communication plays an effective role in informing, encouraging people to take care of themselves in order to prevent disease and promote health. Therefore, this study has addressed the role of the media in promoting self-care health literacy in the form of a review.

**Methods:** The current study is a review research that the required information was collected by searching the keywords of health literacy, self-care, media in reliable information sources Silvica, PubMed, Google Scholar, SID, Magiran in the time range of 2016 to 2022, then the data was analyzed and concluded. has been.

**Results:** The results of the studies show that health and health topics are discussed in the media and contain many direct or indirect messages related to health. By communicating with a large number of audiences, mass media have a significant impact on the knowledge, beliefs, perceptions, attitudes and behaviors of individuals, families, groups and at the community level, and can motivate and empower by providing information. Make people change their behavior. The role of communication is related to increasing health literacy and creating motivation and health-oriented changes in society. By using the power and access to mass media, it is possible to influence all aspects of people's lives, including their health and well-being.

**Conclusion:** In general, it can be concluded that the dissemination of health and health information can lead to the improvement of people's health literacy and improve their health. If people have sufficient literacy in the field of health and self-care; Undoubtedly, they have a better health status and incur less medical expenses, which increases the quality of life of people and reduces the burden of disease in the society. Therefore, in order to increase health literacy regarding self-care behaviors and subsequently to reduce the incidence of diseases, health policy makers should pay attention to the design of educational content through the media.

**Keywords:** Health literacy, self-care, media