



The Asian Congress for Media and Communication (ACMC)
in partnership with the
University of Kelaniya, Sri Lanka
Department of Mass Communication

ACMC 2022 International Conference
on
**Mediated Realities:
Challenges and Opportunities**

Colombo, Sri Lanka
October 27 to 29, 2022

Program & Book of Abstracts



Provided Health Communication is effective for the public during Covid-19 crisis: A case study

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Health communication is defined as communication method and strategies used to inform and educate individuals about health care facts and best practices, with the aim of improving patient health outcomes and enriching personal and community behaviors and public health practices. The dissemination of health literacy among public will be more important to enhance the media literacy. Because health communication is much more important during the pandemic which involves with the clinical communication between health care providers, patients and families during the pandemic and on how to provide equitable care to patients with limited facilities. Covid-19 has also not except for this and it has changed clinical communication practices. A major change in the working day of many clinicians and health care workers is a transition from face-to-face communication to remote encounters. The main objective of this research is to find out that how the system of health communication applied among grassroots people during the Covid-19 crisis. As a geographical limitation this research has chosen the research area as one of GN Division Point Pedro from Jaffna. This study emphasizes to find out whether the communication of health issues has been conveyed in an efficient manner to the public and which are ways have been used to spread the information among public. More essential data obtained through the interviews. According to that, audience analysis or recipient analysis has been applied and qualitatively and quantitative methods have been used in this research as methodology. Further the access of information measured through the three approaches such as individual approach (personal contact, home visits, personal letters), group approach (demonstrations, lectures, discussions), mass approach (electronic media, printed materials, direct mailing, posters, exhibition, museum, folk methods, Internet). With the samples focus group discussion, interview methods have been followed. Study concludes that the every local hospitals and health care workers have been informed to the whole public about the high risk people category (The elderly (aged 60+), people with chronic medical conditions, pregnant women and postpartum women, Front line healthcare workers).