

Intervening Health Behavior in Health Communication Literacy on Public Health in the 2020-2021 Pandemic

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Abstract: There is a lot of information on health and pandemics that almost makes people's behavior change. Healthy people's behavior has become a habit. The formulation of the research problem is whether there is an effect of health communication literacy on public health mediated by the healthy behavior of the community. The research objective was to see the effect of health communication literacy on public health mediated by the healthy behavior of the community. Many previous studies have supported this research. The concepts used in this research are health communication literacy, healthy behavior, and public health. The research method used is quantitative explanative. With questionnaires and interviews with various health policymakers, health observers, patients who have recovered from Covid-19, and people who have not been exposed to Covid-19. The validity and reliability of this study are positive so we can look to the next step. The descriptive results of this study point to the positive direction of the three variables. This means that all variables are manifested positively by the respondent on the statements made by the researcher. In the next statistical test using simple regression that the effect of health communication literacy on public health has a strong effect by using the intervention variable, namely health behavior. Interviews with informants stated that social media was used by the public on visits to health pages in a pandemic. And public health behavior greatly changes people's lives and has a strong effect on public health. Suggestions in this study that health communication literacy can affect public health with public health behavior during a pandemic.

Keywords: *Health Communication Literacy, Health Communication, Health*

Introduction

In a pandemic situation that has been going on for a year, the role of health communication is very important, especially to educate the public about the dangers of the Covid-19 virus and invite the public to contribute in efforts to prevent the spread of this virus. Before vaccination, positive cases of Covid-19 had reached 11 thousand new cases in one day, as reported by Kompas.com in January 2021, this indicates that the existing health communication is not yet effective. People still tend not to care about pandemic conditions and are reluctant to adjust their lifestyles.

Some forms of health communication include the 3M Campaign (wearing masks, washing hands with soap, and maintaining distance), the #DiRumahAja Campaign, and so on.

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The existence of this health communication is expected to increase public knowledge about pandemic conditions so that people can adapt to the existing situation.

Ardiyanti (2020) in his research stated that media communication carried out by the government (including health communication) was still ineffective. This is due to excessive statements, such as Minister of Health Terawan's statement about not being afraid to fight diphtheria, let alone against corona, Minister of Health Terawan's statement challenging Harvard researchers to prove the existence of the coronavirus in Indonesia, and so on. Not only that, but the consistency of the messages conveyed is also one of the reasons for the ineffectiveness of existing communication (Ardiyanti 2020 p. 26). For health communication to run effectively, of course, a good level of community literacy is also needed. This level of literacy is one of the indicators that determine people's understanding of the messages conveyed in health communication. Rohman and Nurhayati (2021) explained that there is a significant relationship between the level of health literacy and the implementation of a healthy lifestyle (Rohman and Nurhayati 2021).

Based on what has been described above, this study wants to find out whether there is an effect of health communication on public health intervening by health literacy? The research objective was to determine the effect of health communication on public health intervening by health literacy. The benefit of research is that the results of the research can be useful for the community in seeing the forecasting of health communication on public health where there is an intervening variable, namely health communication literacy.

Literature Review

Previous research conducted by Jennifer Mandelbaum, in the study explained that the COVID-19 pandemic triggered a flood of scientific publications and scientific reach. Information about the novel coronavirus has spread rapidly via social media platforms and traditional news. Timely scientific literature is essential to public health but must be paired with nuanced and tailored outreach and message delivery. Although it is a core public health competency, not all public health science students receive training in these skills. The media response to the COVID-19 pandemic reveals fundamental misconceptions by the general public about the scientific process and fosters a narrative that too often blames individuals for structural injustice. The influx of research without appropriate interpretations to audiences, coupled with a lack of representation in the news media, threatens to erode belief in science. To address these challenges, schools and public health programs may reflect on their curricula and consider placing greater emphasis on health communication (Mandelbaum, 2021).

Previous research conducted by Bruno P. C. Smirmaul, in this study explained that the COVID-19 pandemic is a challenge for individuals and families to maintain a healthy lifestyle, quality of life, and well-being. Preliminary evidence suggests that a higher likelihood of death and COVID-19 severity is closely linked to unhealthy lifestyle behaviors. Therefore, to contribute to this challenging global situation, we are joining forces with a group of researchers and/or lifestyle medicine practitioners to provide scientifically sound information, recommendations, resources, and advice related to the main pillars of lifestyle medicine. (healthy eating, activity, sleep, tobacco/alcohol, stress management, relationships, and planetary health) that can help healthcare practitioners to support clients and patients maintain healthy lifestyles during (and after) the COVID-19 crisis (Smirmaul et al., 2021).

Previous research conducted by Meghan D. McGurk, in the study explained that the COVID-19 pandemic has become a challenge for individuals and families to maintain a healthy lifestyle, quality of life, and health shortly after the Health Standard Drink (HDB) law was enacted. In Hawai'i, it requires that restaurants serving children's meals offer healthy meals. drink with food, the COVID-19 pandemic hits. Efforts to contain the virus have resulted in changes in restaurant operations and disruption of efforts to implement HDB. The economic

impact of containment efforts has exacerbated food insecurity, limited access to healthy food, and created barriers to chronic disease management. Promoting healthy default options is critical at a time when engaging in healthy behaviors is difficult, but essential, to prevent and manage chronic disease and reduce the risk of COVID-19. This commentary examines the impact of COVID-19 on restaurant operations and healthy eating, as well as the challenges and opportunities that result from this promising health promotion intervention. Preliminary evidence suggests that a higher likelihood of death and COVID-19 severity is closely linked to unhealthy lifestyle behaviors. Therefore, to contribute to this challenging global situation, we are joining forces with a group of researchers and/or lifestyle medicine practitioners to provide scientifically sound information, recommendations, resources, and advice related to the main pillars of lifestyle medicine. (healthy eating, activity, sleep, tobacco/alcohol, stress management, relationships, and planetary health) that can help healthcare practitioners to support clients and patients maintain healthy lifestyles during (and after) the COVID-19 crisis (McGurk et al., 2021).

Previous research conducted by Diane Levin-Zamir, explained that the current COVID-19 pandemic has revealed the missing link between health promotion and national/global health emergency policies. In response, health promotion initiatives were quickly developed and implemented worldwide. A selection of case studies from five countries, based on the Socio-Ecological Health Promotion Model, exemplify 'real world' actions and challenges for interventions, research, and health promotion policies during the COVID-19 pandemic. Interventions range from a focus on individuals/families, organizations, communities and in health care, public health, education systems, and media, health-promoting settings, and policies. Lessons learned highlight the need to emphasize equity, trust, a systems approach, and sustainable action in preparedness strategies for future health promotion. Challenges and opportunities highlighted the need for rapid response, clear communication based on health literacy, and collaboration across countries, disciplines, and health and education systems for meaningful solutions to the global health crisis (Levin-zamir et al., 2021).

Previous research conducted by Jihad Makhoul, in that study explained that with the COVID-19 pandemic spreading from December 2019, the wave of misinformation, now referred to by the World Health Organization (WHO) as 'infodemic', has also taken the world by storm. False information and varied interpretations of pandemic and mitigation intervention/strategies continue to spread faster than relevant scientific evidence. The WHO has called for resistance to this infodemic, describing it as the most contagious aspect of the pandemic. In an era of rapid exchange of information, public health measures, and state interventions to control pandemics, a contextual understanding of how information is communicated and shared is essential to uncover possible reasons for actions or inaction by the general public. With the Lebanese state striving to implement and enforce different measures to control and reduce the spread of COVID-19, the compliance of the general public is not uniform. In this paper, we draw on social science and risk communication theory to discuss how the political, economic, and social context in the country, and not just the content of messages received from officials, influence how they interpret and act on information. We highlight how this has happened in Lebanon and identify important aspects of society in a lower-middle-income country riddled with social, economic, and political inequalities that continue to undermine efforts to contain the spread. The implications for informing state responses in the context of lower-middle-income countries are also discussed (Makhoul, Kabakian-Khasholian, & Chaiban, 2021).

Health Communication Concept

Neal (1962) defines the following areas of communication-related to the health field: communication of new scientific information (to scientists and practitioners). communication among members of the health care team. communication between practitioner and patient. communication between and within institutions in the health department, and transmission of health information in the mass media (Cassata p. 583). In short, health communication can be defined as the study of communication parameters (level, function, and methodology) applied in a health situation/context (Cassata p. 584).

Health Literacy Concept

Sørensen et al. stated that health literacy “requires the knowledge, motivation, and competence of the community to access, understand, assess, and apply health information to make judgments and make decisions in everyday life regarding health care, disease prevention and health promotion to maintain or improve the quality of life during life course ”(Van and Broucke).

Initially, interest in health literacy was primarily focused on health care services, and had a limited focus on the ability to handle words and numbers in a medical context. However, over the years, the concept has gradually evolved in the sense of also describing more complex and interrelated abilities, such as reading and acting on written health information, communicating needs to healthcare professionals, and understanding health instructions (Van and Broucke).

Public health

Public health is uniquely related to prevention and the contribution of the environment to health (Scutchfield et al. In Simons-Morton). A well-known 1988 Institute of Medicine report characterized the mission of public health as "fulfilling the public interest in ensuring the conditions under which people can be healthy" (Simons-Morton).

Types of Health Behavior

There are several types of health behavior (Simons-Morton), namely: (1) Personal Health Behavior. Personal health behaviors that are taken on purpose to prevent illness or harm to oneself are sometimes referred to as health-directed behaviors, preventive health behaviors, or self-protective behaviors. (2). Health-Related Behavior. Health-related behavior affects the health and health behavior of others, generally unintentionally. Usually, health-related behavior applies to other people, peers, parents, neighbors, co-workers, whose behavior has a direct impact on personal health behavior. (3). Health Protective Behavior. Health protection behavior is carried out to improve personal health behavior and/or environmental conditions (for example, social, policy, and physical) that contribute very important to health.

The hypotheses in this study are:

H₀ = there is no effect of health behavior on health communication literacy

H₀₁ = there is no effect of health communication literacy on public health

H_a = there is an effect of health communication literacy on public health

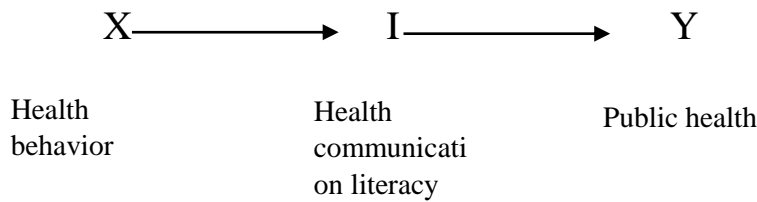
H_{a1} = there is an effect of health communication literacy on public health

Research Methods

This study uses a quantitative method by distributing questionnaires to respondents using social media, Twitter regarding the object of using 3M in messages on Twitter as many as 241 respondents. distributing questionnaires via google form and face-to-face meetings via asynchronous media with several experts on new media and health policyholders. The validity

and reliability of the research value are good so that it can be continued to the simple regression stage.

Research Model



Findings & Discussion

The descriptive results of all the dimensions of these three variables are positive. This means that all respondents considered that the content of Twitter messages and people's behavior and habits during the pandemic had followed government policies.

Table 1
 Research Descriptive Results

No	Variable
1	Public health behavior
2	Health communication literacy
3	Public health

The dimensions of public health behavior are positive in all dimensions of this variable. All dimensions of health communication literacy are positive in this variable. All dimensions in the health communication variable are positive in this study.

The regression result of this study is that there is a strong influence of public health behavior on health communication literacy. The regression results of health communication literacy have a strong effect on public health.



Based on the data above, the results of the study of each new literacy factor variable in the economic empowerment of Indonesian society, the public health behavior variable has a value of r .49. This means that public health behavior variables have a strong influence on health communication literacy because the care, prevention, and self-protection efforts carried out by the community are based on their knowledge and understanding of the health information they access or know.

Meanwhile, the research results for each variable of new literacy factors in the economic empowerment of Indonesian society, the health communication literacy variable has a value of r .51. This means that the health communication literacy variable has a strong influence on public health because the knowledge and understanding of health information that is owned can have an influence on public health, for example in efforts to prevent environmental contributions to health.

Conclusion and Summary

The descriptions of all research variables are positive. The research measurement tool that responded to by respondents with a positive value. Simple influence has a strong effect on variables that intervene in health communication literacy and variables that affect health communication literacy have a strong enough effect on health communication literacy on public health. The influence of health

communication literacy on public health affects the use of health behavior intervention variables. Social media is also used by the public on visits to health pages in a pandemic. And public health behavior profoundly changes people's lives and has a powerful impact on public health.

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