Communication & AMR: Considering Psychosocial Determinants of Health Behaviors

May O. Lwin

Professor, Wee Kim Wee School of Communication and Information
Associate Dean (Special Projects), College of Humanities, Arts & Social Sciences
Director, University Scholars Programme
Professor (Joint Honorary), LKC School of Medicine
Asia Scholar Professor (Honorary), University of Melbourne
Health Communication & Predictors of medication adoption (in Asia) via a Health Belief Model

Health Environments & Health Authorities

Threat Appraisal

Perceived vulnerability
Perceived severity

Perceived benefits
Perceived barriers

Behavioral Evaluation

Culture
Medication Uptake or Vigilance

Media

Rosenstock et. al. (1988)
Lwin et. al. 2018
The greater health-information seeking on personal networks, and from healthcare professionals; the higher the intention to vaccinate for influenza.

The more people seek health-information online (internet media, social media), the more likely they are to get vaccinated for dengue.
Considering Facets of Asian Culture in Health Behaviour Adoption

• Culture-based insights on health behaviors in Singapore (e.g. Lwin, Lan and Williams 2003) and regional countries (e.g. Kim & Lwin 2016)

• Asian Consumer Insights Studies
  • Pan Asian Wave Study 2017
  • (N = 26,300 quantitative and N= 250 qualitative from 10 Asian Countries)
**Outlook Towards Life & Diseases**

- **Traditionalists (24.7%)**
  - Strong reservations about embracing future medicine
  - Predetermination: Traditionalists are more likely to feel that the outcomes of disease is predetermined and medicine is unlikely to change these outcomes
  - Luck: Traditionalists are more likely to feel that contracting diseases is a matter of luck
  - Pessimism: Traditionalists are more likely to have a pessimistic outlook about life in general

- **Progressives (33.4%)**
  - Very positive about embracing future medicine

When there IS an outbreak

**Influenza**
- Local government authority (e.g., MOH)
- Doctors
- Nurses
- Pharmacist / Local medical store
- Traditional medicine practitioners (TCM)
- Friends and peers
- Family members
- Media

**Dengue**
- Local government authority (e.g., MOH)
- Doctors
- Nurses
- Pharmacist / Local medical store
- Traditional medicine practitioners (TCM)
- Friends and peers
- Family members
- Media

**Likelihood of vaccination uptake**

- During an outbreak of flu, the greater information seeking behaviour from the government, friends, and doctors, the higher the intention to vaccinate.
- The more people seek information from TCM, the less likely they are to get vaccinated.

- When there was an outbreak of dengue, the more people seek information from the government, doctors, and nurses, the more likely they are to get vaccinated.