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Health promotion and wellness through AYUSH

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ABSTRACT

Arogya means Complete Positive Health, which is the Fundamental Human Right. A known proverb says `Health is Wealth` which is true because a Healthy Mind and Body can only achieve ultimate goal of life. Today when there are numerous diseases like COVID 19 etc are coming up there is need to go back to our forgotten roots which is AYUSH. It has always focussed upon prevention and healthy living by individual and community. AYUSH can be the best way to reduce the burden of diseases from country and world by its simple basic preventive lifestyle regimens to be followed by everyone in the World. That can be only through Health Promotion by AYUSH Practitioners to the base level of primary health care. When everyone will learn about the significance of AYUSH services then they will accept it by heart as they are the most affordable and accessible facilities. Presently it is the time to work collaboratively by community, government, medical facilities and other sectors for achieving social global target of `health for all`

Key words: Health Promotion, Wellness, Ayurveda, Prevention.

INTRODUCTION

Ever since the world has been made humans were living a healthy life of 100 years life expectancy. But as the time passed on lifestyles changed and people started practicing *Apathya Ahara* and *Vihara* ignoring the needs of their body just for the leisure of materialistic world. This resulted in origin of various life threatening diseases and latest one the pandemic COVID 19. Modern medicine tried to forward the concept of emergency management and symptomatic treatment only but could not actually eradicate the cause of the disease which leads to birth of more complicated diseases.

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Ayurveda, the eternal science of life has always focussed on individual and community health care, main 2 objectives of *Ayurveda*^[1] are key to rise of public health. Public Health is defined as science and art of preventing disease, prolonging life and promoting health.^[2] From there the concept of prevention come up and 3 levels of prevention were recognised. As *Acharya Sharangdhara* quotes `No creature in Universe is immortal and it is impossible to prevent death but it is possible to prevent disease.^[3] Prevention is the Key strategy to good health and only health promotion can do it. Health promotion is the process of enabling people to increase control over and to improve their own health.^[4] Wellness is a process through which people become aware of and make choices towards a more successful existence.^[5]

AIM AND OBJECTIVE

Main aim of this research paper is to explain the importance and need of health promotion and wellness through *Ayush* services in present scenario.

MATERIALS AND METHODS

This is a review article in which the ancient literature of *Ayurveda* is analysed to fit in to the modern

concept of health promotion and wellness. Various Journals and web sites have been studied and analysed for the purpose of getting the best explanation about wellness and health promotion by Ayush.

Historical Background

On 30 May 1977, WHO decided to launch a social global target 'health for all by 2000 AD' which was defined as attainment by all people of world, a level of health which will enable or permit every individual to lead a socially and economically a productive life (useful life). Its Philosophy was to reach the unreached. During september1978, the International Health Conference was held at Alma Ata, capital of Kazakhstan in USSR, where it was identified that the best approach or strategy to achieve social global target was *Primary Health Care*. At the Conference PHC was defined as '*Essential health care made Universally accessible to all individuals and acceptable to them, through their full participation, at a cost the community and country can afford, at every stage of their development in the spirit of self-reliance and self determination.*' In February 1980 GOI, called for National Health Conference at Delhi, under Health and Family Welfare to discuss the policies, strategies for implementation of PHC in country. In 1983, National Health Policy was approved by GOI. For monitoring the progress of health status towards goal of HFA by 2000 AD.^[6]

After recognising the importance of health in development of country and improving quality of life of our citizens, GOI has resolved to launch NRHM to carry out necessary architectural correction in basic health care delivery system, as a strategic framework to implement NHP, 2002. It was launched on 12th April 2005 to realize dream of 'Health for All and All for Health'. NRHM along with the objective of providing effective efficient and affordable health care with reference to nutrition, sanitation, hygiene, safe drinking water also put forward the objective of mainstreaming of Indian Systems of Medicine i.e., AYUSH, which stands for *Ayurveda / Yoga & Naturopathy / Unani / Siddha / Homeopathy*.^[7] In 2014, Ministry of AYUSH was formulated by GOI.

Health Promotion and Wellness

Health promotion was term coined in 1945 by Henry E. Sigerist, who defined the 4 major tasks of medicine as promotion of health, prevention of illness, restoration of the sick and rehabilitation. Health Promotion found recognition 40 years later in Ottawa Charter for health promotion.^[8] First International Conference on Health Promotion was held in Ottawa in 1986 and was primarily a response to growing expectations for Public Health movement around the world.

Basic strategies for Health Promotion identified in Ottawa Charter were

- Advocate (to boost the factors which encourage health)
- Enable (allowing all people to achieve Health Equity)
- Mediate (through collaboration of all sectors across the world)

9th Global Conference (Shanghai, 2016) titled 'Promoting Health in Sustainable Development Goals: Health for All and All for Health; highlighting critical links between promoting health and 2030 Agenda for Sustainable Development. Shanghai Declaration provides a framework through which governments can utilize the transformation potential of health promotion.^[9]

Health Promotion is the process of enabling people to increase control over and to improve their own health.

Health Promotion Glossary 1998

It covers a wide range of social, environmental interventions that are designed to benefit and protect individual people's health and quality of life by addressing and preventing the root cause of ill-health and not just focusing on treatment and cure. It comes under the Primary Prevention Level.

Wellness

According to National Institute of Wellness,^[10] It is defined as an active process through which people become aware of and make choices towards a more successful existence.

3 Tenets of Wellness

1. Wellness is considered as conscious, self directed and evolving process of achieving full potential.
2. Wellness is Multidimensional and holistic encompassing life style, mental and spiritual wellbeing and environment.
3. Wellness is positive and affirming.

According to WHO,^[11] *Wellness is optimal state of Health of individual and group.* There

are 2 focal concerns:

1. The realisation of full potential of an individual physically, psychologically, socially, spiritually and economically
2. The fulfilment of one's role expectation in the family, community, place of worship, workplace and others settings.

Health Promotion and AYUSH Services (Present Scenario)

Health promotion is not just a word or just a single measure to be taken. It can only be done by taking account of principles of Primary Health Care so that every Individual can achieve Good Health. First objective of *Ayurveda* which is '*Swasthasya Swasthya Rakshanam*'^[12] is applicable for this. There are 5 elements by which Health Promotion can be done and how AYUSH can be used for that.

5 Elements of Health Promotion^[13]

Good Governance

Govt has formulated many policies since 1981 focussing Primary health care. After launching NRHM in 2005 with objective of mainstreaming of AYUSH many concepts and strategies have come up promoting Indian system of medicine on National and local level which helped in Health promotion. Policy for appointing one AYUSH practitioner at PHC level has enhanced the awareness in people and they have accepted them as a guide to good health. *Ayushman Bharat* is the latest scheme for encouraging and enhancing the better AYUSH services to the needy as it benefits both *Ayurvedic* hospitals and patients and

ensure wellness. AYUSH practitioners are given the posts for Community Health Officers which helps in proliferating AYUSH services to the needy and poor too. Encouragement of *Swaranaprashana* for Immunization is a major step by Government. Formation of *Yoga* centres and distribution of *Ayurvedic, Unani, Siddha, Homeopathy* drugs helped people to accept these affordable services for Good health. Public Private Partnership can bring a great change in the situation if policies are made up accordingly. Year 2020 has come up as a boon to flourish AYUSH services for Health of Community. An integrated medical approach has been accepted at Government level to deal with the Pandemic COVID 19, for treatment and wellbeing of all. Also, some strict laws should be formulated and implemented so as to stop the misuse of services in the name of AYUSH.

Health Literacy

For better acceptance of AYUSH services there must be an awareness in people about importance of Good health. As said in *Ayurveda* texts that Good health is a way to achieve *Purushartha Chatushtya*,^[14] so people need to be healthy in order to achieve the whole happiness and satisfaction in everything they do. For enhancing interest in people about this AYUSH medical camps, workshops and conferences should be organised at every level individual and community both by Public and private sectors. People are now much aware about the importance of inculcating a healthy daily regimen and seasonal regimen mentioned in *Ayurveda* texts and how they help in prevention of diseases, raising up immunity, promoting health and prolonging life. AYUSH *Kadha* has shown miraculous results in dealing with not just Covid 19 but various other problems and raised up immunity of all.

Healthy Cities

Cities play a key role in promoting health. Good leadership at Municipal level will help in good planning and establishing preventive techniques for Better health. In several states of India few Tribal and traditional practises have been promoted by

government as they help in maintaining good health. They have been brought up as an affordable and accessible practise like 'Dadi Ma ka Batua', *Suposhanam* etc.^[15] Some states have put forth the AYUSH call centres in which practitioners provide the Preventive and curative measures, Nutrition education, Sanitation measures etc. ANC can be provided by *Ayurveda* Regimen as mentioned in Classical texts to pregnant ladies. Such practices should be encouraged by Government so that community can participate more.

Health Promoting Schools

Children are the future of our country and they need the most of the knowledge and acceptance about the healthy life and lifestyle. After Homes it is the responsibility of schools to provide this to them. For this schools need to arrange good Health Programs and Camps for making children aware about the Significance of every health dimension and why Good health is important in their Growth. *Yoga* and Meditation should be a mandatory practice at Primary and secondary level as it is the easiest way to achieve Physical, Mental, and Spiritual strength. They should be encouraged to have Good Nutrition and take care of personal hygiene by teaching them about the Daily regimens^[16] and how they help in getting rid of diseases. They should be encouraged for Good behavioural practices by educating them about the Good and ethical Codes of conducts. Meditation helps them to control their minds and thoughts in long term thereby helps in a Good character and personality building. National Education Policy 2020^[17] has been formulated by Ministry of Human Resource and Development, India while considering all of these factors for better future.

Social Mobilisation

People as Individual and as Community should take pledge to follow and inculcate the healthy measure in their own lives for development of a Good and Healthy Society. They should get involved in the Healthy Daily and seasonal regimens, *Sadvrittapalan*,^[18] *Yoga*, Meditation and using these services from public as well as private doctors, this

will enhance the trust in society In AYUSH at local and National level and also to International level which will ultimately lead to a Healthy country and World. AYUSH has been playing a very Good Role in objectives of National Health Programs. India has also started Wellness tourism for the Foreigners as well as the people of India so that they can actually take the experience of the AYUSH Services in Maintaining and improving health.

DISCUSSION

Health is a fundamental right of human. One can maintain their own health in a good and secure environment only so it is the responsibility of Government to provide better ways and measures so that Individual and Community can achieve a Good and Positive Health. The collaboration of Modern Medicine and AYUSH Services can actually bring the better health prevention measures which are accessible affordable and acceptable to each person of country irrespective of caste, creed, race and socio-economic status. Even though Government is trying its best to provide Best Health Care Services, it is a sheer responsibility of every individual to maintain his or her health by making good choices for achieving Healthy Longevity. Encouraging AYUSH Practises in Public and Private sectors will lead to better Health. An era of Holistic Health and Integrated Medicine has begun from now and from here this will be proliferated to world so that the social Global Target can be achieved and all live a meaningful and balanced Life.

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