

**ASSESSMENT OF HEALTH SERVICES IN PALESTINE AND
EFFECT OF MEDIA ON ITS MENTAL IMAGE
IMPROVEMENT**

Submitted By

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B.Sc. of Pharmacy– Faculty of Pharmacy- Philadelphia University, Jordan, 1996
Master of Public Health – Faculty of Public Health – Al Najah University, Palestine, 2004

A Thesis submitted in Partial Fulfillment
Of
The Requirement for the Doctor of Philosophy Degree
In
Environmental Science

Department of Environmental Medical Science
Institute of Environmental Studies and Research
Ain Shams University

2012

APPROVAL SHEET

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SUMMARY

The occupied Palestinian territories has a well-developed, though fragmented, health-care system which provides a full range of primary, secondary and tertiary services, including the option of referring patients for specialty care in neighboring countries if the relevant expertise is not available locally.

Health services in Palestine are provided through the Palestinian Ministry of Health (PAMOH), the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), the Palestinian Red Crescent Society (PRCS), and a variety of local, private, non-governmental organizations (NGOs).

The main aim of this study was to evaluate Palestine health services, effect of mass media on the image of the services, the relation between many factors and the previous domains, in order to improve the quality of the provided care. A cross sectional descriptive study was performed on three important targets, patients, journalists, and health care providers.

The overall evaluation of health care by patients was high, while it was low rating from point of view of journalists. However most of health provider gives moderate evaluation of health care services. Moderate effect of mass media was the main conclusion of the three targets of the study.

In reviewing the six variables of the study with the end results, it was found that there are statistical differences in the assessment of the health service with each of the variables age, education level and the number of visits, where it is in the variable "age" significance differences was found between the age group less than 20 as well as from (20 - 30), compared with (41-50) and (more than 50) for the benefit of the older age groups in the level of their assessment of the health services positively, and this can be explained that as people get older, the curve of logical thinking begin to arise in assessing things, in contrary to the category of youth who usually are impulsive, rapidly affected, and judge things generally without knowing details and facts. As well as the behavior of medical staff with elder people usually more merciful

Dedication

Praise and thanks to the merciful God who is most righteous Allah first and foremost. I dedicate this effort to the spirit of my father, who was also my teacher whom I very much wish he can share with me these moments; to my mother, the mother and the bond that had accompanied and raised me from childhood until today tirelessly as she steals a smile from time; to my wife who endured my absence and all the hard times; to my diligent children and to whom:

I loved journalism, after I saw his devotion, accompanied him all the days of the uprising, the sweet and bitter ones, he who his Creator intended for him to ascend to heaven with the treacherous bullet of the occupiers as he was carrying a camera, I dedicate this work to the journalist who is alive in all of us:

Nazeeh Adel Darwazeh

And to all colleagues on the first line of engagement be it health workers or media personnel as they dream of a beautiful future for our children, "some of them died and some are still waiting to follow the same path"

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I would also like to give my sincere thanks to the family of the Palestinian Ministry of Health represented by His Excellency the Minister of Health **Dr. Fathi Abu Moghli**, the director generals, directors of the units and departments and to the family health system in the private sector and civil relief agency (UNRWA), as I ask God Almighty to reward them for extending their help to me.

Abstract

Background: Assessment of health services is the cornerstone in continual improvement of health situation in Palestine. This can be assessed through many ways but in this study we concentrate on those media effects on the mental image improvement of health services in Palestine as regarding opinion of patients, health care providers, and journalists in the West Bank, Palestine.

Aim of This Study: promotion of health services in Palestine & improvement of media effects on its mental image, to improve the quality of care provided.

Subject and Methods: A cross sectional study was performed on three important targets, patients, journalists, and health care providers.

Results: Most of patients and journalists consider mass media working professionally and minority of them saw that it deals in aggressive manner. However health providers consider that most of mass media are biased of patients or deals aggressively with them and minority of them consider it biased to health providers or professional, patients evaluate the health services in Palestine (73.8%) high score, journalists (56%) low , while health providers (62.8%) moderate .

Conclusion &Recommendation: Palestinian patient lives in a positive way due to health service provided to him, but health providers and mass media must focus on younger age and high education groups in order to restore their confidence in health sector , Misunderstanding between the health providers and the mass media , The mass media rarely cover the medical achievements , While always focusing on failures , Lack of real knowledge of the role of media in promoting the health status in Palestine from the 3 sectors .Exploitation of all kinds of the media in order to deliver the right image for the citizen, eg. research found that many visits to health centers more positive image, Lack of journalists basic health information reflect negatively on healthy message, Involving health care workers in all decision making processes regarding health policies and strategies, Promote collective health management through the participation of a health worker in the development of health policies and strategies to become an advocate for its application. Continual training programs for health care providers and providing more opportunities for medical specialties abroad and strengthening professional experience, Ensuring satisfaction of health care

workers with salary and bonuses, Provision of training courses for health care providers to explain the importance of the media and great role in influencing health. Establishment of communication department at each large health facilities for clear and accurate connections with media, Involvement of a large number of health care providers in the media connections and not confining them to the Minister or the General Managers only, Provision of modern diagnostic medical devices and medicines in order to reduce the waste of money resulting from foreign remittances.

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