

NEED AND INTERVENTION OF SOCIAL WORKERS IN PUBLIC HEALTH CARE SERVICES AND SOCIAL DEVELOPMENT

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ABSTRACT

The past 25 years have witnessed considerable developments in Public health in India. There are number of catalyzing forces behind the significant developments facilitating Public Health. National Health Policies and strategies for Health for All were formulated and implemented within the context of National Health and Socio-economic Development. For this vast number of health workers have been trained and developed. They have proven to be acceptable to the community and serving as a bridge between the community and health care programmes. The co-operation of human resources is required for health programmes and its utilization. Social workers play an important role in Community organization, awareness building and mobilization. They are actively engaged in examining social factors that contribute in promoting good health and control of diseases by giving social dimension of Health and well-being. They are making persistent efforts to understand health from social perspective in addressing health care and social development. Their works provide a comprehensive understanding of health issues from a social – cultural perspective.

This paper emphasizes the role, need and intervention of social Workers in building the bridges between communities and government agencies working in this direction. It analyses the contribution of Social Science, which provide a comprehensive understanding of health issues from socio-cultural perspective. Further, the study finds and suggests the ways to integrate social and culture aspects for efficient Public health care planning and development.

KEYWORDS: Social Workers, Public Health, Social Development, Intervention Strategies