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THE ROLE OF AFFECT AND EFFICACY IN PANDEMIC PREPAREDNESS: A SYSTEMATIC REVIEW

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Pandemic viruses like Dengue Fever, H1N1, MERS-CoV and SARS challenge health services to ensure affected populations are adequately prepared and ready to change behaviors necessary to control spread of the disease. This article focuses on the role of affect and efficacy in reducing the impact of pandemics on the global public health. We report findings of a systematic review of 63 studies that apply social-cognitive theory to understand the psychological factors that determine population behavior in response to a pandemic. This evidence-based analysis reveals the importance of information selection, perception of risk and health self-efficacy, and emotional response to the pandemic in determining population health during an outbreak. Results suggest that health literacy development may need to shift toward health skills training and emphasize the importance of affective communication to motivate behavior change required to mitigate spread of the disease. We conclude with implications of study findings for literacy campaigns associated with population health and medical tourism. Finally, we discuss application of evidence-based argumentation analysis, a rhetorical technique for conducting systematic and meta-analytic reviews, to improve healthcare research and healthcare management practice.

Biography

Faisal Almagboul is an undergraduate student at Indiana University South Bend's Judd Leighton School of Business and Economics studying business administration and health services management. Mr. Almagboul began his career in healthcare and hospital administration while pursuing his certificate in Hospital Administration from The Institute of Public Administration at Jeddah, Saudi Arabia. While obtaining his undergraduate degree Mr. Almagboul became highly interested in public health issues and how they may be improved through research, analysis of evidence-based techniques, and systematic review.

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