The Influence of Sociocultural Practices of Society on Health

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Abstract

The influence of people's sociocultural practices on health has been a major focus in global health studies. In an era of rapid change, recognition of the complex impact of cultural practices, values, and traditions on physical and mental well-being is increasingly important. Health today is thought to be the result of interactions involving biological, social, environmental, and psychological factors. The study collected and analyzed literature, qualitative approaches, and field data to investigate the influence of sociocultural practices on health. The study's findings point to several key aspects in this context. Diet and physical activity have a significant role in sociocultural influences on health. People's diets that reflect cultural values and the availability of natural resources can contribute to chronic disease risk. Physical activity, which is also influenced by social and cultural factors, has an impact on overall health. Traditional medicine also has a great influence on health. Some communities still rely on hereditary medical practices, which can often complement modern medical care. Social support also has an impact on mental and physical health, with strong support networks playing a role in reducing stress and improving well-being. In addition, perceptions of disease and spiritual factors also play a role in sociocultural practices that affect health. Some communities may associate illness with spiritual aspects, while others are more likely to see it as a result of biological factors. In conclusion, the sociocultural practices of society have a strong influence on the health of individuals and communities. Diet, traditional medicine practices, social support, and perceptions of disease are all interrelated and form complex interactions. A deeper understanding of these factors is important in developing a holistic and sustainable health approach that considers cultural and social diversity. Collaboration between health professionals, social scientists, and the public is needed to optimize the positive impact and reduce the negative impact of sociocultural practices on health.

Keywords: Sociocultural Practice, Society, Health

1. Introduction

The influence of people's sociocultural practices on health has become a major concern in the field of global health. In a modern era marked by rapid social, economic, and cultural change, an understanding of how people's sociocultural practices can affect an individual's physical and mental well-being is increasingly important. Health can no longer be viewed as a mere medical condition, but rather as the result of a complex interaction between biological, environmental, psychological, and social factors.

The importance of understanding the influence of people's sociocultural practices on health arises from understanding that the norms, values, traditions, and behaviors that develop within a community have a significant impact on the well-being of society itself. These factors can shape daily habits, outlook on health, as well as interactions with the medical care system. Research on the influence of sociocultural practices on health focuses on various aspects, including diet, physical activity, traditional medicine, social support, stigmatization, and perceptions of disease.

One example that illustrates the influence of sociocultural practices on health is diet. Each culture has a distinctive diet, which reflects cultural values, availability of natural resources, and culinary traditions. For example, some societies tend to eat diets rich in vegetables and natural foods, while others may be more likely to eat processed and high-fat foods. The wrong diet can contribute to an increased risk of chronic diseases such as diabetes, obesity, and heart disease. Therefore, understanding diets derived from sociocultural factors opens the door to more effective health interventions.

Traditional medicine practices also have a strong influence on public health. Many communities still rely on treatment methods that have been passed down for generations, such as herbs, massage, or typical relaxation techniques. Although in some cases interaction with modern medicine is necessary, these practices can provide an

alternative or complement to conventional medical care. Especially in areas with limited access to modern medical care, traditional medicine can be an important option.

The social support aspect also has a huge impact on the mental and physical health of individuals. Communities that have strong support networks tend to have lower levels of stress and higher well-being. Support from friends, family, and community can be an important crutch in dealing with health challenges, whether it's in the face of a serious illness, life change, or other stressful situations. On the other hand, stigmatization of certain health conditions can also prevent individuals from seeking necessary treatment or feeling comfortable talking about their health problems.

In addition, the perception of disease is also influenced by sociocultural factors. Some societies may be more inclined to attribute illness to spiritual or karmic factors, while others are more likely to see it as the result of a biological imbalance. These perceptions can affect the way a person seeks appropriate medical care or intervention.

To overcome negative impacts and harness the positive potential of sociocultural practices on health, a holistic and sustainable approach is needed. It involves a collaborative approach between health professionals, social scientists, and the community to develop interventions that respect and understand local practices while still prioritizing medical science and evidence. Education also plays an important role in changing health-detrimental practices and replacing them with healthier habits.

The impact of people's sociocultural practices on health is a complex phenomenon and is very relevant in today's global context. The culture, norms, values, and practices of society have a significant impact on the physical and mental well-being of individuals. Therefore, an effective health approach must take a holistic approach and acknowledge the diversity and complexity of sociocultural practices to improve people's health and well-being.

Some previous studies have discussed the socio-polarity of society towards health. The World Health Organization (WHO) discusses how sociocultural factors, such as social support and perceptions of mental illness, affect mental health and individual well-being (WHO, 2001). Kleinman, (1980) in his book, Kleinman describes how traditional medicine practices and social attitudes toward disease interact in a cultural context. According to Das &; Horton, (2018) this article discusses how sociocultural aspects can affect access to and acceptance of palliative care in different cultures. Sobngwi, et al. (2002) this research shows how changes in physical activity patterns influenced by social and cultural factors can contribute to an increased risk of obesity, hypertension, and diabetes. Brewis et al., (1998) discuss perceptions of body size in Pacific Islanders. This article discusses how cultural perceptions of the body and body size can affect diet and lifestyle, as well as their impact on health. Aji et al., (2013) examined the impact of health insurance programs on out-of-pocket expenditures in Indonesia: an increase or a decrease. This article explores how social and economic factors can affect healthcare access and payment, as well as their impact on maternal and child well-being. Das &; Hammer, (2007) examined Money for nothing: The dire straits of medical practice in Delhi, India. This article illustrates how sociocultural practices such as patient perceptions of quality of care and use of alternative medicine practices can affect interactions with the healthcare system.

Through the various studies and analyses above, it is clear that the sociocultural factors of society have a significant impact on the health of individuals and communities. Diet, traditional medicine practices, social support, perceptions of disease, and socioeconomic factors are all interrelated and can influence health decisions and well-being outcomes. Therefore, a better understanding of sociocultural practices in the health context is important for developing effective and sustainable interventions.

2. Materials and Methods

2.1. Materials

This study uses a cross-disciplinary approach to analyze the influence of people's sociocultural practices on health. The methods used include literature review, qualitative analysis, and field research. Data were collected through in-depth interviews, participatory observations, and document analysis to understand sociocultural practices that affect health in diverse contexts.

2.2. Methods

2.2.1. Socio-Cultural
Socio-culture is a term that refers to two main dimensions in human life, namely the social aspect and the cultural aspect, which are interrelated and influential. The social dimension involves social interactions, interpersonal relationships, and group dynamics in society. The cultural dimension involves the values, norms, beliefs, language, symbols, and practices espoused by a group or society. Sociocultural reflects how individuals and groups of people interact and form identities in distinctive cultural contexts (Henslin, 2006).

Social aspects in socio-culture include various elements such as social structure, gender roles, social interactions, and social hierarchy. For example, family structures, work environments, and social norms govern the way individuals interact with each other and form relationships in society (Hofstede, 1984). This social aspect also reflects the way society regulates the distribution of power, access to resources, and social responsibility.

Cultural aspects in socio-culture include all elements that make up cultural identity, such as language, norms, and cultural practices. Culture reflects the values believed by society and the norms that govern behavior in a particular context. Cultural practices, such as customs and rituals, are also an integral part of cultural aspects that influence social interaction and understanding of the world.

It is important to remember that social and cultural aspects are interrelated and influence each other. Culture shapes social norms and ways of interacting, while social norms also shape and direct cultural practices. In this context, an understanding of socio-culture becomes key to understanding human behavior, the structure of society, and its implications for various aspects of life, including health, education, and economics (Reicher et al., 1995).

2.2.2. Socio-Cultural Factors

Socio-cultural factors refer to elements in human life that are formed by social interaction and inherited through culture. It includes social norms, cultural values, traditional practices, and interactions between individuals that shape a person's identity and experience in society (Man, 2012).

Sociocultural factors have a significant impact on human behavior, perception, and interaction in a variety of contexts, including health, education, economics, and intercultural relationships (Triandis, 2018). For example, social norms about gender roles in society can affect an individual's educational and career opportunities. Likewise, traditional medicine practices embraced by a culture can influence a person's healthcare decisions.

3. Results and Discussion

3.1. Diet and Physical Activity

Diet is one of the central aspects of sociocultural practices that affect health. Each culture has a distinctive diet, which reflects cultural values, traditions, and the availability of natural resources. For example, some people tend to eat natural and fiber-rich foods, while others are more likely to eat processed and high-fat foods. A poor diet can increase the risk of chronic diseases such as diabetes and heart disease. Therefore, interventions that consider cultural and societal contexts are needed to encourage healthier dietary changes.

Physical activity is also influenced by sociocultural practices. Some communities have physically active lifestyles, for example through traditional farm work or walking transportation. However, urbanization and technology have changed physical activity patterns in many communities, with an increased risk of movement deficiency-related diseases. Education about the benefits of physical activity and its integration with existing cultural practices can help address this issue.

3.2. Traditional Medicine and Social Support

Traditional medicine practices also have an important role in socio-cultural practices that affect health. Many communities still rely on hereditary treatment methods such as herbs and massage techniques. Traditional medicine can provide an alternative or complement to modern medical care, especially in areas with limited access to conventional health care.

Social support is also a key factor in sociocultural influences on health. Communities with strong support networks tend to have lower levels of stress and higher well-being. Support from family, friends, and the community can be an important crutch in overcoming health challenges.

3.3. Perception of the disease

The perception of disease is also influenced by sociocultural factors. Some societies may tend to attribute illness to spiritual or karmic factors, while others are more likely to see it as the result of a biological imbalance. These perceptions can affect the way a person seeks appropriate medical care or intervention.

4. Conclusion

This research highlights the importance of understanding and respecting the influence of people's sociocultural practices on health. These practices include diet, physical activity, traditional medicine, social support, and perception of illness. The introduction of successful health interventions must take into account the cultural and social context surrounding them. Proper education on the benefits of better health, safe and effective use of traditional practices, and promotion of positive social support can contribute to healthier behavior change. In the face of global health challenges, collaboration between health professionals, researchers, and local communities will play an important role in ensuring a holistic and sustainable approach to improving people's health and well-being.

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