

# از آموزش سلامت تا سلامت

تهیه و تنظیم: دکتر شهرام رفیعی فر

اداره ارتباطات و آموزش سلامت

معاونت سلامت

وزارت بهداشت، درمان و آموزش پزشکی

پاییز ۱۳۸۳

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رسالت دیگر آموزش سلامت ، برنامه ریزی و استفاده بهینه از رسانه های ارتباط جمعی برای ارتقای سلامت است . رسانه های گروهی در بالا بردن سطح اطلاعات و آگاهیهای مردم در یافتن خدمات بهداشتی مؤثر و مناسب و استفاده از آنها نقش بسیار مهمی را ایفا می کنند . حمایت رسانه ها ، به عنوان یک استراتژی ارتقای سلامت محسوب می شود. در واقع رسانه های گروهی می توانند در زمینه آرایه اطلاعات و آگاهی در مورد سلامت به جامعه ، به ویژه در زمینه های ارتقای سلامت ، پیشگیری ، آموزش در زمینه عوامل مخاطره آمیز و اطلاعات در زمینه مواد مخدر مشارکت کنند . پیشنهاد لایحه حمایت رسانه ها در زمینه آرایه پیامهای بهداشتی ،



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بیان نظریه های مختلف و طرح مناظرات جمعی برای پیشرفت سیاست های سلامت و بهداشت عمومی ، حایز اهمیت است .

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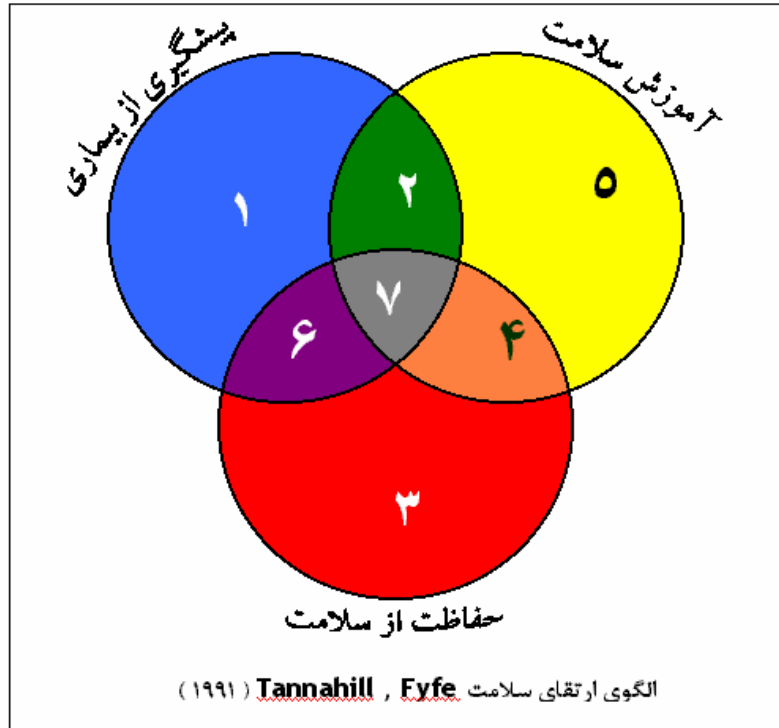
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(Canada, federal, provincial&territorial  
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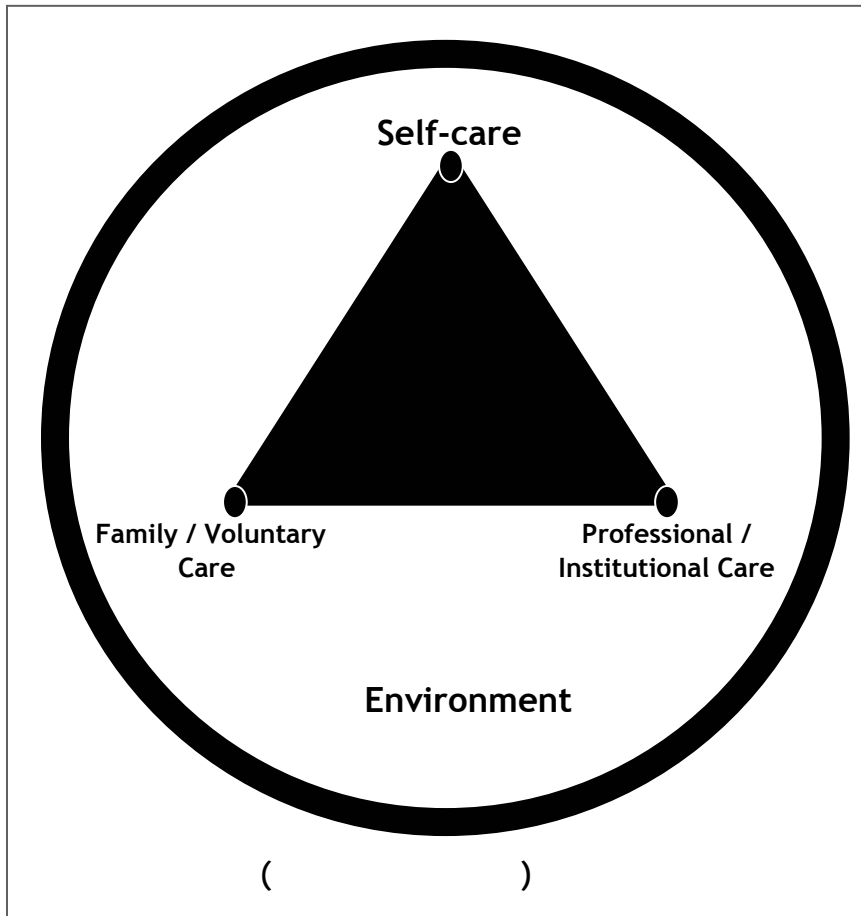
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(Romeder et al. )

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(Bhatti , ; Ansbacher , )

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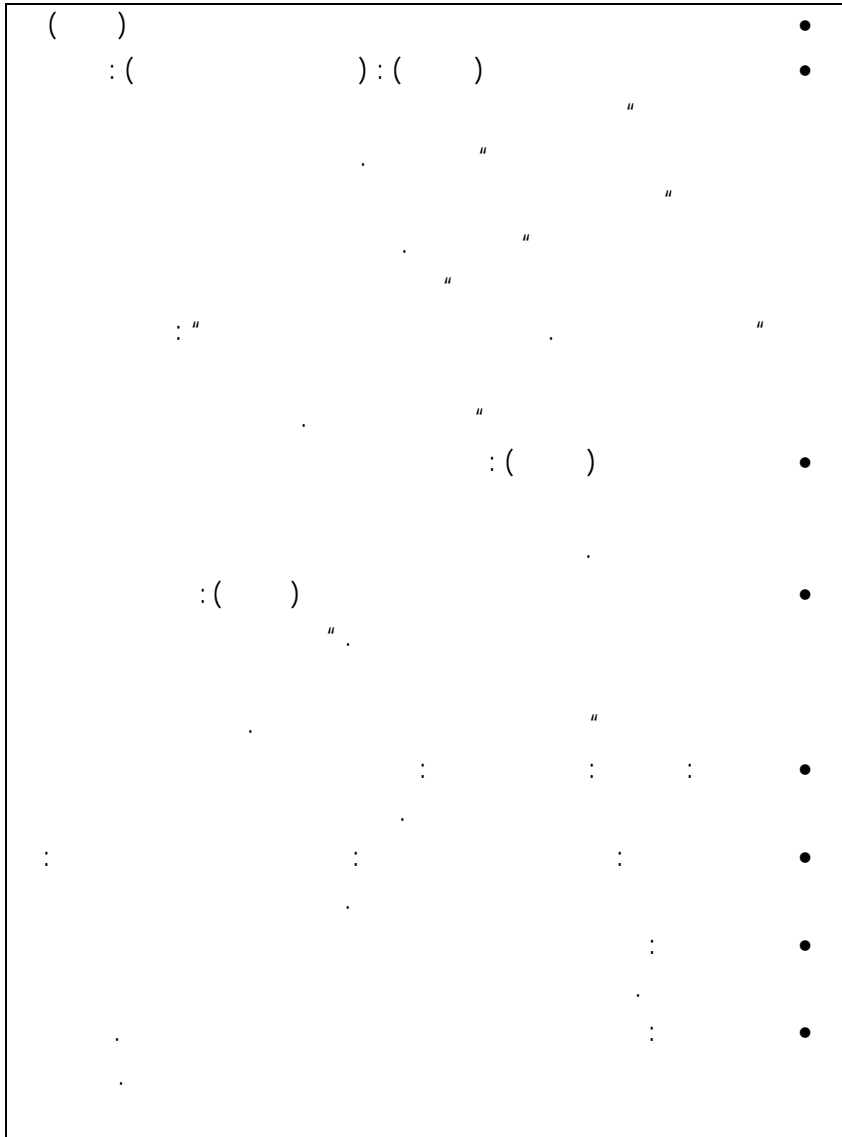
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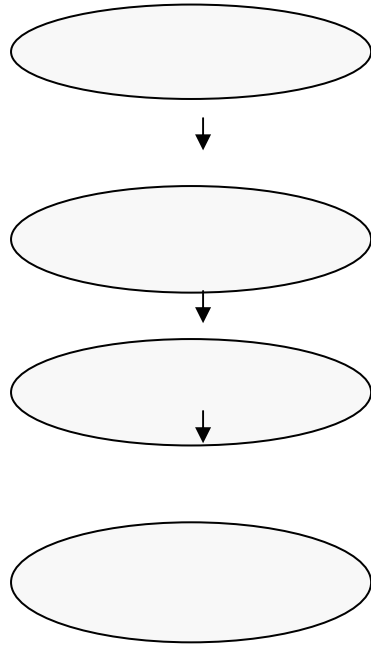
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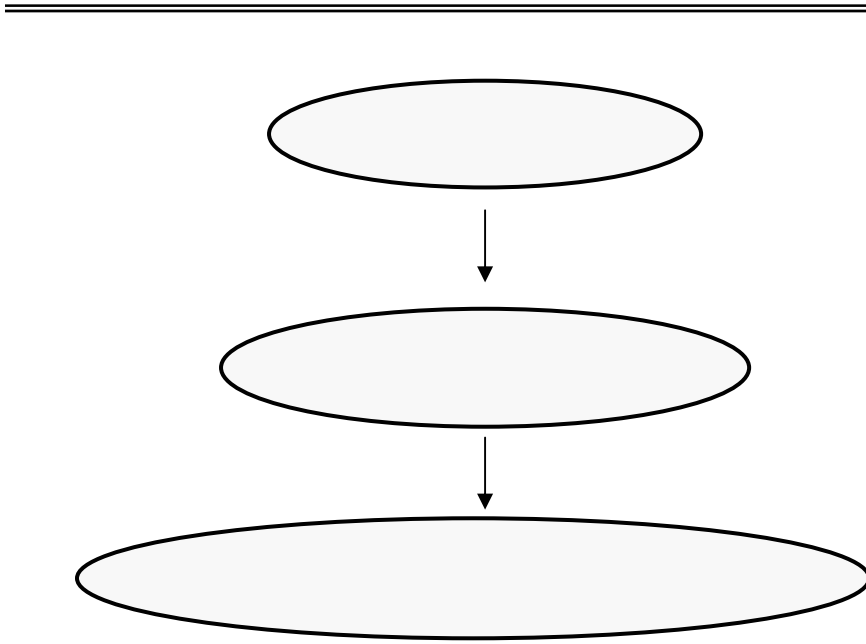
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