

# Perceptions of patients regarding diabetes-related health communication strategies in the Free State, South Africa

C. Nyoni, M Soc. Sc. (Nursing) & M. Reid, Ph. D.

*School of Nursing*

*University of the Free State,*

*SOUTH AFRICA*

*Cape Town,  
2016*

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# OBJECTIVES AND DISCLOSURE

Objectives of the presentation;

At the end of the presentation the learner should be able to;

- describe the perception of patients regarding health communication strategies in a province in South Africa
- interpret the role of perceptions of patients with diabetes mellitus in a health dialogue model

*The authors declare no conflict of interest and commercial sponsorship for the study*

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**371 million people globally have diabetes**

80% of people with Diabetes are in middle and low income countries

1.9 Million people in SA are diagnosed with diabetes

**7.6 % population of the Free State has diabetes**

**Majority of population access their health care at PHC**

*Health information is provided to enhance independent care for patients with diabetes*

*Information is provided through various strategies*

*Health Communication Strategies: approaches used in informing, influencing and motivating patients*

*The perceptions of patients regarding these communication strategies in Free State were unknown*

# PURPOSE OF THE STUDY

- The study sought to describe the perceptions of patients regarding diabetes related health communication strategies in the Free State, South Africa
- This study formed part of a larger study which is aimed at the development of a health dialogue model for people diagnosed with diabetes in the Free State province in South Africa

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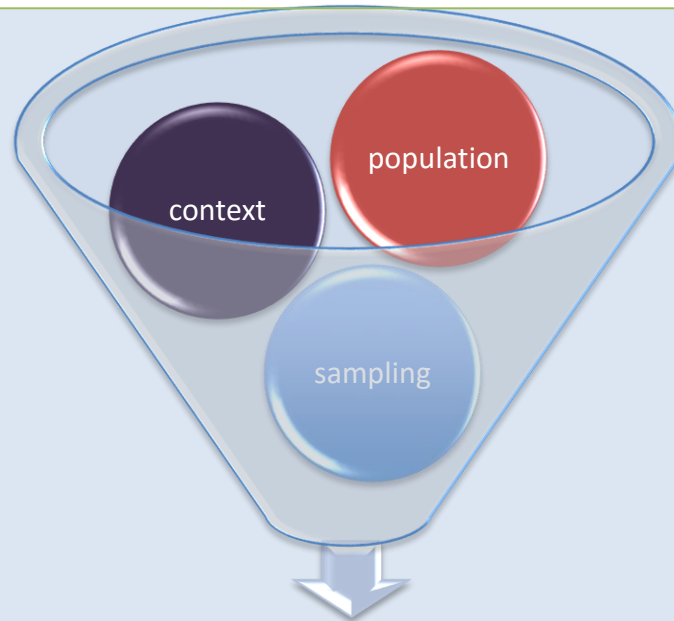
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# RESEARCH DESIGN, ETHICS AND TECHNIQUE

- Qualitative descriptive design through a phenomenological approach which was contextual in origin was used
- Ethical clearance granted by Faculty of Health Science UFS and the FS DoH
- Belmont Report (1978)
- Semi structured interview



# POPULATION, SAMPLING AND UNIT OF ANALYSIS



**34 Men and Women from  
CHC's and PHCs in the  
Free State**

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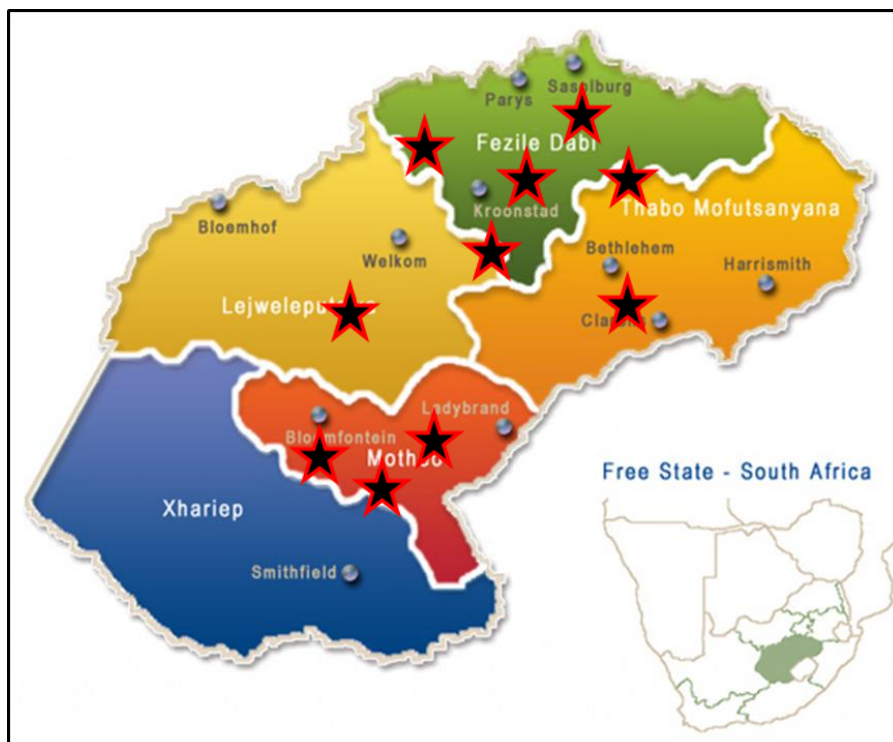
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# DATA COLLECTION



- Semi- structured interviews in CHC's and PHC's in the Free State, RSA
- 34 participants who spoke in Afrikaans (3), English (3), Xhosa(3) and Sotho (25) were included
- Data was collected in April 2014
- Data saturation reached

# DATA ANALYSIS

## DATA PROCESSING

- Transcription and translation
- Atlas.ti

## FIRST CYCLE CODING

- Use of a variety of coding methods
- Generation of 365 initial codes

## SECOND CYCLE CODING

- Inductive reasoning and reducing codes
- Themes and categories

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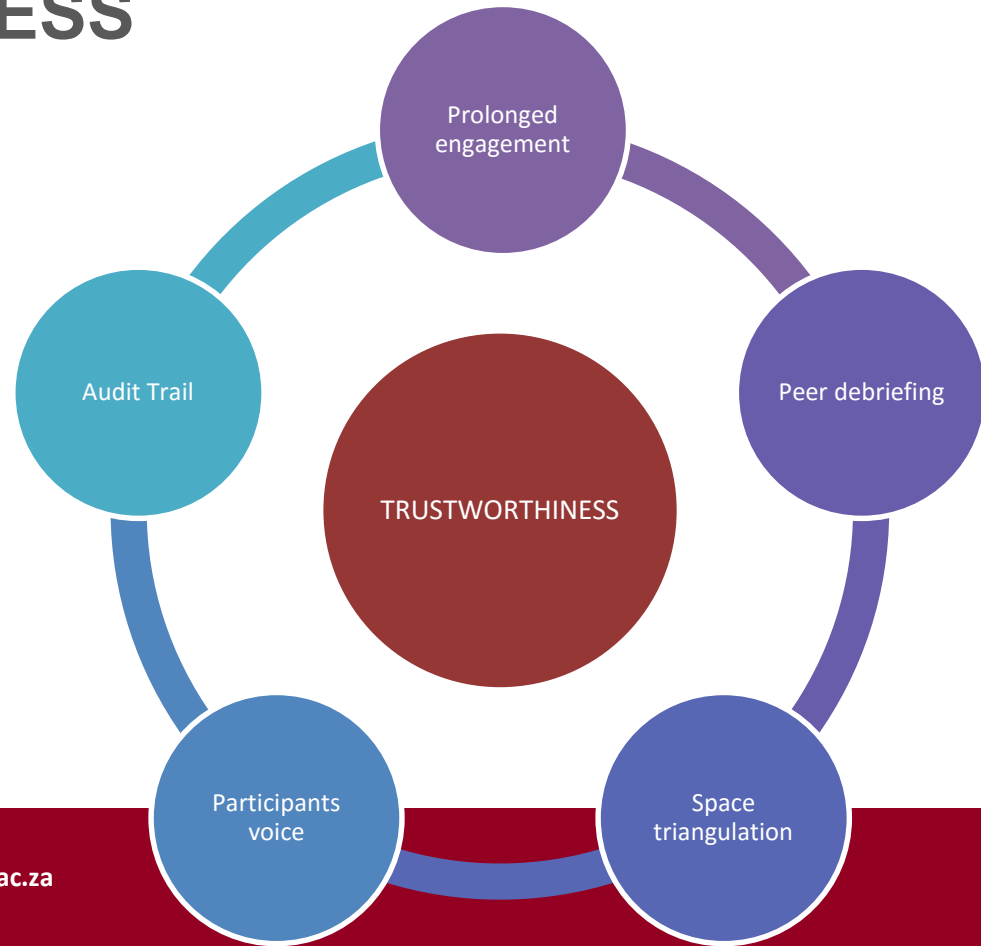
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I went to the toilet an awe full lot, lost weight... I thought I had a UTI

“ah...what nurses? There were white people who used to come”

“they told me... you have to eat the right food”

“ I don't ask questions because Sesotho is not interpreted

‘ they were as brief as possible...but I liked it when they spoke in Sesotho

Animare  
film  
http://film.animare.hu

# Self management

## Influencing Factors

## Lifestyle Modifications

### Intrapersonal

*"I would rather have AIDS than sugar diabetes"*

### Interpersonal

*"I cant perform in bed...they know about it and make my life hell"*

### Nutrition

*"yah I don't even hide it, I drink whiskey...those foods are tasteless"*

### Outcome

*"I know what to use, to what extent, this I don't use"*

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# RESULTS

Themes	Categories	Sub- categories
Guidance	Motive Content Sources Technique Evaluation	
Self-Management	Influencing factors	Interpersonal factors Intrapersonal factors
	Lifestyle Modification	Nutrition Outcomes

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# RECOMMENDATIONS FROM THE STUDY

- Increase the number of platforms with health information related to diabetes
- Inter-professional curriculum within the UFS- FHS related to health information
- Explore the clarity of health information communicated in Sesotho
- Strengthen clinic management structures to embrace men support groups, a local vendor with the right food for patients and religious leaders



# CONCLUSION

- Health communication strategies in the Free State were perceived as enabling patients with diabetes to redirect their lives and achieve lifestyle modification.
- This study was part of an overarching study which seeks to improve health communication between health care providers and patients with chronic disorders through health dialogue
- The results of this study, are being incorporated in the development of a Health Dialogue model for the Free State

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