

#### **Exercise 4: Culture, Health and Behavior: Implications for Behavioral Change Strategies**

After completing this exercise, you will be able to: (1) explain how culture influences health-seeking behaviors among populations; (2) give some examples of how traditional healers can be incorporated in public health programs and primary health care systems.

This exercise is built around the video, [Sangoma: Traditional Healers in Modern Society](#). After viewing the video, reflect on the following questions.

1. How is the concept of "health" incorporated into the traditional healers' services?
2. Based on what you saw in the video, describe the primary determinants of health and illness in the population.
3. Why is it that more people go to the traditional healers as opposed to Western biomedical physicians and nurses? What are the factors that influence their health care decision making?
4. How should people's illness beliefs be incorporated into the primary health care system?
5. If you were asked to go to the communities shown in the video to design an STD prevention program, how would you do it?
  - o How would you incorporate the different illness beliefs about STDs?
  - o What types of questions would you need to ask the community before you could begin