

# Emergence and Rise of Public Health: Re-twisted

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World Health Organization defines Health as, "A state of complete physical, social, and mental well-being and not merely the absence of disease or infirmity."

From hundreds of years, man has been exploring new methods to control disease and to increase the life expectancy rate. In past, the medicine man, priest, the magician, herbalist undertook all possible efforts to cure diseases and to bring relief for symptomatic complains.

In the course of evolution, the branch of medicine was segregated into a new branch of "Public Health" or "Preventive Medicine." Steadily, there were changes in the concept of public health like disease control phase, health promotional phase, etc. in mid-1950's.

With the advances in preventive medicine and increase in the practice of public health, several communicable diseases were brought under control. The pattern of disease began to change in most of the developing countries, but still it was problem for developing and poor countries.

In developed countries, many of acute and old illness were solved, but there was a steep rise in new health problems in the form of chronic diseases began to emerge. For example, cancer, diabetes, cardiovascular diseases, etc.

These new problems could not be treated by old traditional methods. Hence, there was a rise of a new concept of "Risk Factors" which came to emergence.

These problems brought new challenges to public health which need reorientation for it objectives. This was due to

sudden change in lifestyle of individuals and society. Alcoholism, drug addictions, consumption of junk food, lack of physical work, and exercise were the etiological and contributing factors which gave rise to new non-communicable diseases.

Hereafter public health entered into a new phase of social engineering. Social and behavioral aspects of disease were given more priority.

Later in mid-1980's, there was a glaring contrast in the picture of health in developed and developing countries which came to sharp focus. Most people in developed countries enjoyed all the services of adequate income, nutrition, education, sanitations, safe drinking water, and health service, but to contradictory poor and developing countries were still facing these problems and death claims were on rise. There was also a major gap between rich and poor within countries for those who can afford health services and those who cannot.

Hence to overcome this background World Health Organization pledged them to ambitious target to provide "Health for All" by year which would help people to lead socially and economically productive life.

To brief up, public health goals and objective, has emerged to prevent diseases, prolong life and increase life expectancy of the individual.

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