Empowering the citizen

Frank von Danwitz, Deutsches-Diabetes-Forschungsinstitut, Germany; Thomas Baehring, Heinrich-Heine-Universitaet Duesseldorf, Germany; Werner A. Scherbaum, Deutsches-Diabetes-Forschungsinstitut, Germany

This paper carries the fundamental implications for healthy living and actual media concepts.

Introduction

Numerous initiatives and declarations have called for more support for public health, sickness prevention and increased self-empowerment for the public in the health services. The aim is to optimize the form, the intelligibility and the publication of publicly available health information within the health service for non-experts.

Study

Resulting from a representative telephone survey (n=2000) on health behavior and health empowerment and utilization of media answered the points: a) How does the citizen get information about health? b) How does the ordinary citizen use information? c) How does the layman judge the quality of health-related information?

Findings

Empowerment as a practical educational aim with regard to health includes the following factors: a) understanding health, b) asking questions, c) creating models, and d) implementing it in a social setting.

Conclusions

The conclusions of our study help us to create user oriented health information.