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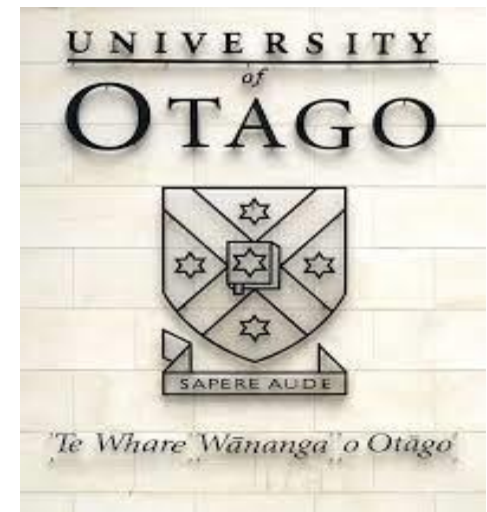
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Jim Reid
Deputy Dean
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Biography

- Jim Reid graduated in medicine at the University of Otago Medical School in Dunedin New Zealand. He had previously trained as a pharmacist. He undertook his postgraduate work at the University of Miami in Florida. He is currently Deputy Dean of the Dunedin School of Medicine, University of Otago. He has a private family medicine practice at the Caversham Medical Centre, Dunedin, New Zealand. Jim is a reviewer for Research Review, and is a director of Best Practice Advocacy Centre New Zealand (BPACNZ), and Best Practice Advocacy Centre Incorporated (BPACINC). He is a Distinguished Fellow of the Royal New Zealand College of General Practitioners and is also a Fellow of the American College of Chest Physicians.

Biography: Contd..

- He has a special interest in Respiratory Medicine and has published widely in asthma, COPD and influenza. He is an active researcher and has had wide international lecturing experience.

Research Interests

- Primary medical care, respiratory medicine and influenza, rural medical education

Recent Publications

- Liberty, K. A., Pattemore, P., Reid, J., & Tarren-Sweeney, M. (2010). Beginning school with asthma independently predicts low achievement in a prospective cohort of children. *Chest*, 138(6), 1349-1355.
- Holland, D., Booy, R., De Looze, F., Eizenberg, P., McDonald, J., Karrasch, J., Reid, J., Saville, M. (2008). Intradermal influenza vaccine administered using a new microinjection system produces superior immunogenicity in elderly adults: A randomized controlled trial. *Journal of Infectious Diseases*, 198(5), 650-658.
- Bousquet, J., Reid, J., van Weel, C., Baena Cagnani, C., Canonica, G. W., Demoly, P., ... Zuberbier, T. (2008). Allergic rhinitis management pocket reference 2008. *Allergy*, 63(8), 990-996.
- Rudland, J., Tordoff, R., Reid, J., & Farry, P. (2011). The clinical skills experience of rural immersion medical students and traditional hospital placement students: A student perspective. *Medical Teacher*, 33(8), e435-e439.
- Hutchinson, M., & Reid, J. (2011). In the eyes of the Dunedin public, what constitutes professionalism in medicine? *Journal of Primary Health Care*, 3(1), 10-15.



Primary Health Care

PRIMARY HEALTH CARE

- The “first” level of contact between the individual and the health system.
- One of the most important component used by several national medical associations for the maintenance of a healthy human society.
- Essential health care is provided.
- Provided by health care centers.

Core Activities for PHC



There is a set of CORE ACTIVITIES, which were normally defined nationally or locally. According to the 1978 Declaration of Alma-Ata proposed that these activities should include:

Components of Primary Health Care

- Education concerning prevailing health problems and the methods of preventing and controlling them
- Promotion of food supply and proper nutrition
- An adequate supply of safe water and basic sanitation
- Maternal and child health care including FP
- Health Education
- Expanded Program of Immunization
- Safe water and Sanitation
- Control of Endemic Diseases
- Provision of Essential Drugs

WHO Strategies of PHC

1.Reducing excess mortality of poor marginalized populations:

PHC must ensure access to health services for the most disadvantaged populations, and focus on interventions which will directly impact on the major causes of mortality, morbidity and disability for those populations.

2. Reducing the leading risk factors to human health:

PHC, through its preventative and health promotion roles, must address those known risk factors, which are the major determinants of health outcomes for local populations.

Strategies contd.



3. Developing Sustainable Health Systems:

PHC as a component of health systems must develop in ways, which are financially sustainable, supported by political leaders, and supported by the populations served.

4. Developing an enabling policy and institutional environment:

PHC policy must be integrated with other policy domains, and play its part in the pursuit of wider social, economic, environmental and development policy.

Principles of Primary Health Care

- Equitable Distribution
- Community Participation
- Intersectoral Coordination
- Appropriate Technology
- Decentralisation

The Basic Requirements for Sound PHC (the 8 A's and the 3 C's)

- Appropriateness
- Availability
- Adequacy
- Accessibility
- Acceptability
- Affordability
- Assessability
- Accountability
- Completeness
- Comprehensiveness
- Continuity

Five common Short comings of Health care delivery

- INVERSE CARE
- IMPOVERISHING CARE
- FRAGMENTED AND FRAGMENTING CARE
- UNSAFE CARE
- MISDIRECTED CARE

Obstacles to the implementation of the PHC strategy


- Misinterpretation of the PHC concept
- Misconception that PHC is a 2nd rate health care for the poor.
- Selective PHC strategies
- Lack of political will
- Centralized planning and management

To Summarize



Primary care is an approach that:

- Focuses on the person not the disease, considers all determinants of health
- Integrates care when there is more than one problem
- Uses resources to narrow differences

- 
- Forms the basis for other levels of health systems
 - Addresses most important problems in the community by providing preventive, curative, and rehabilitative services
 - Organizes deployment of resources aiming at promoting and maintaining health.

Journal of General Practice

- [Journal of Primary Health Care: Open Access](#)
- [Journal of Health Care : Current Reviews](#)
- [Journal of General Medicine: Open Access](#)
- [Journal of Family Medicine & Medical Science Research](#)



Journal of General Practice

Related Conferences

- 3rd International Conference on Surgery and Anesthesia
- 3rd International Conference on Nursing & Emergency Medicine
- 2nd International Conference on Nursing & Healthcare



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