The Impact of Family Cultural Factors on Sanitary Socialization (The Case of Shiraz City, Iran)

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ABSTRACT

The aim of this research is investigation of sociological the role of family culture factors on sanitary socialization. With Survey method application and by using the questionnaires technique on 608 people of household heads in city of Shiraz have been selected through the multi-stage cluster sampling with 05/0 level of error and 95/0 percent of coefficient confidence, were collected required data and information. The obtained result of data analysis and also variable multiple regression indicates that the family social awareness variables, cultural capital, health literacy and family sensitivity have significant influence on sanitary issues on sanitary socialization promotion.

INTRODUCTION

In opinion of many the sociologists, health and sanitation the same size that is biological issue, is so Social issue in these Sociologists, the health of a population is formed by its population Social characteristics.

What can be mentioned in connection with this research, in that is ensure the health, economic society situation of person and so in versus social conditions has effected on person health. Health is one of the main components and undeniably of the how living and is the important factor in providing growth and sublimity opportunities and at the same, typical, studies of sociological orientation which is taken, formed around the sanitary issues, health and Illness, during the few recent decades with the advent social medicine and medical sociology.

The issue of family role relation and sanitary socialization, today has enjoys The very high importance too theoretical and too practical, to some extent that evaluation of family socialization and health area social network and family Placement as the fundamental element in education and health promotion during the few recent decades the attention of Scholars, experts and enthusiasts to areas of sociology and health has been placed because individuals placement in connection networks and sanitary behavior has been cause as the social actors having the particular importance.

It must be said family particularly parents have the heavy responsibility against The basic concepts training of social life to their children. Including basic and applications concepts during the Socialization of children in the family can be noted the sanitary concepts and its applications during social life.

Such as other personal and social behaviors, based on sanitary behaviors patterns social learning in field of public and personal sanitation are formed with the adoption of family sanitation and healthy cultural beliefs.

The country of Iran With considering health and demographics indicators, such as life expectancy, mortality and the population proportion to physician, there is still a large gap with international standards [22].

( WHO) in its latest report the sanitary system level Performance in Iran the fifty, and sanitary level eighth and overall performance of the health system in Iran that among the states of the world ranked 93 is announced. Sanitary situation in Iran, has improved compared to two decades ago. Iran by the establishment of a primary sanitary services broad network, has could, Supplied the Public sanitation prevention service, in result are significantly reduced mother and child deaths levels and Interestingly, life from birth time was increased, and children under ago 5 of in the year of 2000 in compared with year 1970 that died from each neonate 1000,122
people and from neonate 1000 under 5 age, 191 people, to arrange 28.6 and 35.6 of live births thousand has been reduced.

The research that further has been done, by researchers of communities health department education and medical sociology, the importance of socialization role in Society health behaviors and health area inequalities, Society health promotion Patterns, has been studied. In following to some from researches are mentioned.

Chaudhuri [2] with goal, examine the relationship between cultural background and upbringing of children. With focus on educational methods and aims the socialization of young mothers to paid research. The participants included young woman 313 that attended in the first phase of this study. Results of three methods showed separate educative. Methods: 1- Freedom of manners, 2- rigid 3-directive, three of educative method had been proposed. Each of educative methods have many correlation with mothers race, Euro-American mothers ancestry, more representative of the group, were nature freedom educative, African American women, ratio to other groups, had more the strict group represented and ancestry Latinate women were mainly of directive group representative.

The research conducted by Archana Manoux et al. in year of 2005 about the role of socialization in explaining the social inequalities in individuals health. In this research the influence of socialization process and the formation of behavioral patterns and its relationship with Individual health will be studied.

In fact of importance, issue In the communities in developing Increases when that family as one of the influence element of social behaviors have been from certain importance and this reason during the social and cultural developments and also the access to therapeutic resources and technologies, has changed in during the past few decades, the concept of health and sanitation.

**Theoretical Foundations:**

**Socialization:**

Socialization refers to social counteraction that through it, people are gain their personality and their society life style. What is certain is that human need to socialization and socializing. Terminology Joint Committee of sanitation education and health promotion in year of 2000, the sanitary literacy is defined as:” person’s capacity to acquire, interpretation and information understanding and sanitary base services and the usability of the information and services, in the form of the ways that cause health promotion” [17]

Parker et al, believes the new technology, multimedia products, electronic communications, Internet network technology advance has widespread the learning extent and is cause the increasing sanitary literacy. In fact, most people will have the ability of active learning with using the media if the might not be able to learn with method of traditional written and verbal training.

Division of nubbin sanitary literacy (2001) in World sanitation organization is mentioned the following:

1. Functional sanitary literacy: is said to basic skills of reading and writing to understand and simple follow of sanitary messages
2. Communicative / Interactive sanitary literacy: Advanced understanding, literacy skills is along with social skills that used to participate in daily activities, the precise meaning of the data and understand the meanings of the communication different methods and adding the new information for changing the results of it are used.
3. Critical sanitary Literacy: The individual ability to information analysis as the critically formed and raising awareness, in order to participation barriers illustrate in the action

According to article subject on the role of family in sanitary socialization it can be said use the family typology based on seems necessary medically approach. The constructive elements of family sanitary species based on sanitary concepts, health, sanitary literacy and preventive behaviors in the following table has been divided to three species of the family with sanitary behavior of health-centered, signs and symptoms of underlying patient-centered, family With Patient-centered behavior. Primary and secondary and tertiary treatment categories in health-centered family have been used in health maintaining and family health promote. In this species of family the health and sanitary literacy has the adequate level and appropriate and interaction and critical in approach to find to higher health literacy of their shows.

**Methodology:**

Research method in present study is with regard to the topic, objectives and research questions, descriptive, surveying and documents. Unit of analysis in this study is the heads of households the city of Shiraz that it’s study is paid to survey and examined of attitudes the heads of households the city of Shiraz about the role of family and related factors with its in rates of sanitary socialization. Research statistics society that makes up all of the households the city of Shiraz, so their numbers are 428251, and were selected based on sampling and usage of Cochran formula were selected 383 of people as the Statistics sample that With attention to research validity and stability Increase necessity to rate of a Second to Calculated Sample according to Cochran formula added and finally, the sample size was increased to 608 persons.

For gathering the information in the research was used the library of the questionnaire method. Also Cronbach’s alpha was calculated to use questionnaire is (0.89) that indicate that the questions of questionnaire
have higher consistency and reliability. To test research hypotheses the Chi-square statistical coefficients, Pearson correlation coefficient, path analysis, multiple regression were used.

The research hypotheses:

The health literacy level has significant effect on sanitary socialization.
The family's cultural capital has significant effect on sanitary socialization.
Amount of family Sensitivity to affair the prevention and treatment has significant effect on sanitary socialization.

Fig. 1: Research conceptual model.

Hypotheses test:

Given that in test most of research hypotheses Pearson's correlation coefficient was used. This point must be said that based on the nature of the hypothesis was used of Pearson.

It is noted that in the simple regression amount the beta (B) coefficient between the independent and dependent variable is equal to R Pearson. On this basis and in examination of every single the hypotheses of amount the Pearson can speak in hypotheses interpret about likely the amount of independent variable effect on the dependent. However, in do the multivariate regression analysis the effect amount of an independent variable on the dependent because of different Presence the others independent variables from the effect amount of every single each of independent variables on the dependent variables will be.

Table 1: The relationship between the family type and the sanitary Sociability.

<table>
<thead>
<tr>
<th>dependent variable</th>
<th>independent variable</th>
<th>Coefficient of chi-square</th>
<th>significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td>sanitary Sociability</td>
<td>family type</td>
<td>0.52</td>
<td>0.46</td>
</tr>
</tbody>
</table>

The obtained findings namely chi-square amount and its significant level shows that between the type of family and Sanitary socialization, there is no statistically significant association, this means that respondents Sanitary socialization based on the nuclear or non-nuclear of their families, have no significant differences and cannot say that the nuclear family than Stem and extended families, have medium or high Sanitary socialization.

Table 2: The relationship between the independent variables with the sanitary sociability.

<table>
<thead>
<tr>
<th>dependent variable</th>
<th>independent variable</th>
<th>Pearson coefficient</th>
<th>significance level</th>
<th>approval or disapproval hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>sanitary Sociability</td>
<td>awareness of specialized and Public family</td>
<td>0.19</td>
<td>0.000</td>
<td>approval</td>
</tr>
<tr>
<td>sanitary Sociability</td>
<td>culture capital of family</td>
<td>0.41</td>
<td>0.000</td>
<td>approval</td>
</tr>
<tr>
<td>sanitary Sociability</td>
<td>the level of Health literacy</td>
<td>0.54</td>
<td>0.000</td>
<td>approval</td>
</tr>
<tr>
<td>Sanitary Sociability</td>
<td>The amount of family sensitivity to the prevent and treat</td>
<td>0.57</td>
<td>0.000</td>
<td>approval</td>
</tr>
</tbody>
</table>

To test the relationship between variables, including specialized and public awareness of family, culture capital of family, the level of Health literacy, family sensitivity to the prevent and treat, the Pearson correlation test was used, based on the obtained results in the above table between all the variables as the independent variable and sanitary socialization as the dependent variable, there is a significant relationship, so that the matter how increased independent variables based on deal of the calculated Pearson test we can be said the above to be
the same amount can be expected the amount of their sanitary socialization to increase and therefore they are confirmed the research hypothesis.

**Table 3: Multivariate Regression.**

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>ANOVA</th>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>Beta</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td>41.81</td>
<td>0.000</td>
</tr>
<tr>
<td>awareness of social family</td>
<td>0.10</td>
<td>0.01</td>
</tr>
<tr>
<td>Cultural capital</td>
<td>0.12</td>
<td>0.01</td>
</tr>
<tr>
<td>Health literacy</td>
<td>0.15</td>
<td>0.002</td>
</tr>
<tr>
<td>family Sensitivity on sanitary Issues</td>
<td>0.33</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Although in previous page the regression beta coefficients and in phrasal the path coefficients was placed the interpretation and analysis but some cases is considerable in the above table that are Placed analyzed. Considering to the beta regression coefficients, the amount of explained variance is equal 42%, this is a significant in social research and between the courses of this amount. Namely variable seven of independent variables could explain the amount of 42% the independent variance, in sanitary socialization. The amount of modified explained variance and most accurate is also equal to 0.415. In other words, because of changes of sanitary socialization in the city of Shiraz to amount the 42 percent related to the independent variables in this study, namely the Family sensitivity on sanitary issues, Health literacy, culture capital and family social awareness.

Constant coefficient or intercept amount which is equal to 41.81 means that if the impact of independent variables are ignored and value of X is zero, the amount of sanitary socialization in the study population is 41.81. Significantly F ratio statistically show reduction due to the abandonment of relevant variable with its.. In this method (backward), the last variable out of the equation has the highest reduction over R-squared. (Saee, 1381: 178) is naturally in this case are known the important variables and remain in the final equation.

![Fig. 2: Test analytical model using multiple regression analysis.](image)

The above diagram showed the impact of independent variables simultaneously over the dependent variable .that through implementation of multiple regressions has specified the amount of effect of each the independent variable. Among the independent variables, family sensitivity on sanitary issues with regression coefficients (33%) had the greatest impact on sanitary socialization. Namely, In lieu One-unit of change in amount the family sensitivity on sanitary issues, 33% of change is estimated in sanitary socialization in The families of the city of shiraz. Namely whatever actors about the sanitary issues, have sensitivity, to the probability of 33%, in their sanitary socialization is affected and meanwhile the acquisition of awareness about sanitary issues and some of diseases, should be observance the necessary sanitary behaviors. So, the educative style has effect to
level of 17% along with other independent variables, on the sanitary socialization. In addition to the above two factors, health literacy 15 percent and access to means of communication, the rate of 13 percent, have an impact on sanitary socialization. Cultural capital, family awareness and family value structure, respectively 12, 10 and 9 percent had the effect of socialization. Other variables such as Social -economic status, amount of use the cultural centers and age, although they have a little effect on the dependent variable the amount of their small effect in terms of statistically was not significant meaningful. therefore based on the above experimental model, about the affecting factors on socialization, where the families are sensitive to sanitary issues, have the reasonable educative style , acquire the necessary literacy in the area of health and have access to the communication device to track about health issues and sanitation, in civil society, can witness the formation of sanitary socialization.

**Conclusion:**

As the vast majority of specialists and experts declare family has important and impacting role in rate of socialization and on the other hand plays a very important role in health promotion in critical stages of childhood and adolescent that would improve the character of a society individual , attitude and skills and their awareness. Sanitary knowledge learning and attitudes and sanitary health behaviors in a variety fields within the family and from the school’s ages happens and other hand, the value of education and health programs depends on the effectiveness of these programs. Quality and educational and educative content of education and generally the individual socialization in a society to a large extent is influenced by detailed planning and tool application and suited educative style that can plays the role in improving the socialization goals in general and socialization in particularly. The role of educative styles including rational, free and dictatorship in the traditional family develop, and stem that expression application- Scientific style of their traditional and modern families in socialization and offering solutions to them.

Check to action Suggest that If family and its members as part of a huge the community do not have of awareness and sufficient sensitivity to appropriate attitude and the right sanitary behavior finally, will not be able to run a healthy family and deliver aware children and community.

Due to increased awareness of sanitary issues through education and familiarity with information and sanitary knows with integration approach and multi-dimensional look to subject along with using all facilities in all levels.

Trying to raise citizens' awareness in the fields the general and scientific knowledge in the fields of sanitary, due to the complexity of social life and its undeniable role in shaping and sanitary socialization improving was considered important and the same direction basically Inform and information access is Based on Planning in a free and democratic society, because one of the rights of the people, is understanding and knowledge of the level of society exit events is especially sanitary issues and knows about sanitary issues in all areas of social, political, cultural and economic. people optimized participation in affairs and sanitary issues observance is require their awareness of sanitary and medical events in Inside and outside the country and realization the mission of the inform is required to organize, regulated and raise the awareness of information sources and Inform society clarification and create the positive attitudes and applied toward the information seeking among the citizenship and family members.

**REFERENCES**


