

**ROLE OF PREVENTIVE AND SOCIAL MEDICINES IN MANAGING EPIDEMICS;  
CONTEMPORARY AND AYURVEDIC PERSPECTIVES****Dr. Pradip Chhaganrao Surashe\***

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A crucial area of medicine, preventive and social medicine focuses on promoting health, preventing disease, and extending life through coordinated community initiatives. The importance of preventive and social medicine has grown in the age of frequent pandemics and epidemics like COVID-19, dengue fever, and cholera. To prevent the transmission of disease, this field combines epidemiology, biostatistics, environmental health, and health education. This article examines the concepts of preventative and social medicine and emphasizes how important it is for managing, controlling, and preparing for epidemics.

**KEYWORDS:** Preventive Medicine, Community, Pandemics, Epidemics, Health Education.**INTRODUCTION**

Disease prevention and health promotion at the individual and community levels are the focus of preventive and social medicine. This approach places more emphasis on preventing illness occurrence and limiting its spread than curative medicine. Understanding the normal course of illness and implementing preventative measures at different phases are the basis of preventive and social medicine. It also takes into account social variables that have a big impact on health outcomes, like lifestyle, education, poverty and sanitation, etc.

The term "preventive medicine" describes actions done to stop illnesses rather than treat them. In general, this approach involves following actions to control spread of diseases.

- By encouraging healthy behaviors and favorable environmental conditions, this level seeks to stop the creation of risk factors themselves. Encouragement of sanitation and hygiene, nutritious eating practices and avoidance of alcohol and tobacco consumption.
- Lower the incidence of disease by managing certain risk factors and causes. Immunization programs

(such as measles vaccinations) Modification of lifestyle and health education.

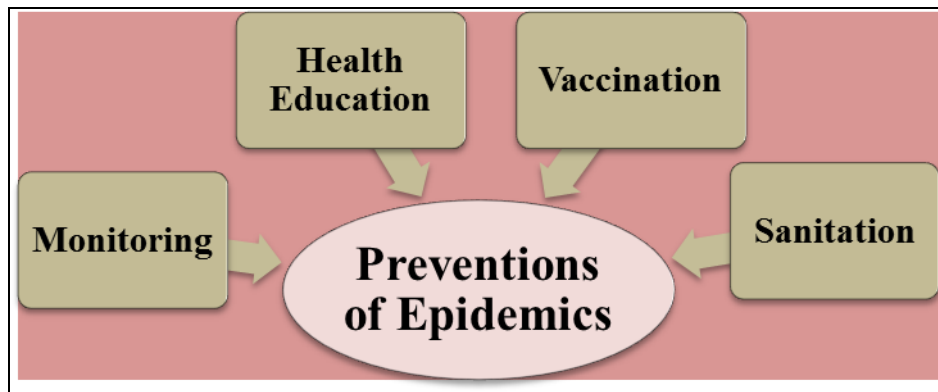
- Early diagnosis and timely therapy to stop the progression of the illness.
- Lessen disease-related consequences and incapacity, programs for rehabilitation and limitations on disabilities.

**Social Medicine**

The connection between social, economic and environmental variables and health is the focus of social medicine. It acknowledges that illnesses are not just biological phenomena but are also impacted by socioeconomic standing, living circumstances, risk at work places, cultural customs, public health policy, equitable access to healthcare and community involvement are all supported by social medicine.

**Role in Managing Epidemics**

The concept of social and preventive medicine works appreciably towards the preventions of epidemics. There are many approaches as depicted in **Figure 1**, which provides preventive actions against the epidemics.



**Figure 1: Approaches of preventing epidemics.**

As mentioned above monitoring epidemiological tools are essential for managing spotting outbreaks and keeping eye on trends. Gathering and analyzing data determine risk factors that help to set predictive modeling for disease outbreaks. Public Education on sanitation and hygiene is the cornerstone of controlling epidemics. The promotion of preventive measures, such as mask wearing and frequent hand washing are crucial for decreasing the spread of infectious diseases, along with participation from the community. Vaccines remain the most effective prevention strategy and are provided through public immunization programs to achieve herd immunity and reduce the incidence of vaccine-preventable diseases. The improvement of the environment, such as providing a safe drinking water supply, proper disposal of solid waste, and the implementation of vector control measures to prevent the spread of diseases (e.g., malaria, dengue fever) is also critical.

The identification of individuals infected with an infectious disease can be accomplished through community-based screening and quarantine strategies and are necessary for interrupting transmission chains. Preventive social medicine makes a significant contribution to epidemic preparedness through the development of health plans and policies. Moreover, community participation is essential in the control of epidemics, whether through their participation in drives for cleanliness or implementation and compliance with public health guidelines, or through the provision of support for immunization programs.

The inclusion of the more conventional health systems with the traditional Indian health approach, such as Ayurveda particularly through the *Swasthavritta* principles adds another level of protection from diseases, as these principles emphasize seasonal and daily routine regimens, and lifestyle modifications, such as *Yoga* and diet, that will help to build immunity and resistance to disease.

#### **Ayurvedic View**

The body's innate ability to fend off illness and preserve health is referred to in Ayurveda as *Vyadhikshamatva*, or immunity. *Rasayana* therapy, a healthy diet, and

disciplined living habits can all help to strengthen it. This idea is crucial for managing and preventing viral disorders. The notion of *Janapadodhwamsa*, which refers to the widespread devastation of societies as a result of common environmental disturbances, is another way that Ayurveda explains epidemics. *Vayu* vitiation, *Jala* contamination, *Desha* pollution and *Kala* perturbations are some associated factors of epidemics. *Panchakarma*, *Rasayana*, environmental purification techniques like *Dhupana* and devotion to *Sadvritta* are part of the management of such illnesses.

From the standpoint of social and preventive medicine, managing epidemics requires a methodical, multifaceted strategy. Epidemiology and surveillance are essential for monitoring the spread of diseases and spotting outbreaks early. Public awareness, behavioral changes, and good cleanliness are all encouraged by health education. Herd immunity and the prevention of infectious illnesses depend on vaccination and immunization programs. In order to avoid diseases like malaria and dengue fever, environmental management methods including vector control, clean water supply, and appropriate waste disposal are essential. While policy making and planning guarantee the execution of public health programs and efficient disaster preparedness, early diagnosis and isolation through screening and quarantine helps in limiting transmission.

Strong conceptual connection is revealed by an integrative strategy that combines Ayurveda with preventive and social medicine. *Swasthavritta* is associated with primordial prevention, *Dinacharya* and *Ritucharya* with primary prevention, *Vyadhikshamatva* with immunity, *Janapadodhwamsa* with environmental health, *Sadvritta* with health education, and *Rasayana* therapy with rehabilitation. Both approaches place a strong emphasis on prevention, lifestyle control and preserving the equilibrium of the environment. Ayurveda provides a comprehensive and customized treatment, whereas contemporary preventive and social medicine makes use of epidemiological tools and public health approaches. Boosting immunity, encouraging healthy living and addressing ethical and environmental elements of health, etc. are initiatives that help to prevent epidemics.

**CONCLUSION**

By emphasizing prevention, early identification and community based therapies, preventive and social medicine plays a critical role in managing epidemics. It offers a thorough strategy that successfully controls the spread of disease by fusing medical knowledge with societal awareness. To combat present and future epidemics and to guarantee long lasting public health results, the approaches of preventive and social medicine must be strengthened.

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