

HEALTH EDUCATION

- Process by which individual & groups of people learn to behave in a manner which is conducive to the promotion & maintenance or restoration of health (John M Last)

Aims & Objective

- Encourage people to adopt & sustain health promoting lifestyle

Promote the proper use of health services

To improve skills & change attitudes

APPROACHES TO HEALTH EDUCATION • 1.

Regulatory approach (managed prevention)

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- Government intervention with legislative approach, Laws placed on people.

2. Service approach • Providing all health services needed by the people at their doorsteps • Approach proved a failure because it was not based on the felt need of the people.

3. Health education approach • People must be educated & encouraged to make their own choice for a healthy life • Slow but enduring result.

4. Primary health care approach • Peoples full participation & involvement in the planning & delivery of health services (community participation & intersectoral coordination) • Radically new

approach

MODELS OF HEALTH EDUCATION •

1. Medical model - Recognition & treatment of diseases •

2. motivation model • Awareness creates interest • Motivation helps in decision making • Action is taken on acceptance • Internalization - new idea/acquired behavior becomes part of own existing values Occurs in motivational model of health education •

3. Social intervention model • It is not the individual who needs to be changed but the social environment which shapes the behavior of individual & the community • Nothing will change till the society

changes

INCENTIVES • Intrinsic - patient is benefitted • Extrinsic - • → Financial - Janani Suraksha Yojana (JSY) • → Psychological - awards • → Material - TB poshana yojana

CONTENTS OF HEALTH EDUCATION •

1. Human biology - Need of exercise, Rest & sleep
2. Nutrition - Balance diets, Good dietary habits
- 3.

Hygiene

Personal hygiene - Includes bathing, clothing, washing hands, care of nails, feet & teeth
Environmental hygiene - Fresh air, light, ventilation & disposal of wastes

Family health - Child rearing, self-care

5. Disease prevention & control - Prevention & control of locally endemic disease

6. Mental health - to keep people mentally healthy & to prevent a mental breakdown

7. Prevention of accidents - Safety education (Road safety)
8. Use of health services - Inform people about the health services, available in the

community

PRINCIPLES OF HEALTH EDUCATION - 1.

Good human relations -

2. Leaders

Good relationship with people helps in communication for health education

We learn best from the people whom we respect

So local leaders (village headman, school teacher etc.) should be involved during health education sessions

3. Motivation - In every person, there is a fundamental desire to learn, awakening this desire is called motivation

Motivation is contagious, one motivated person may spread motivation throughout a group Motivation changes behavior
2 types of motives in life • Primary motives
- Sex, hunger, survival

Secondary motives - desires created by outside incentives - praise, rewards & punishment

• 4. Participation -- Encouraging people in identifying their own health problems & also developing solutions •

5. Credibility - Message should be trustworthy •

6. Interest - Teaching should relate to interest of the people i.e. based on their felt needs •

7. Comprehension - Teaching should be within the mental capacity of the

audience in the language people understand.

8. Known to unknown - Start where the people are - From known to unknown - From easy to more difficult.

9. Learning by doing - If I hear I forget, if I see - I remember, if I do - I know

10. Reinforcement - If the message is repeated in different ways, people are more likely to remember it.

11. Feedback - Health educator modifies his message in the light of feedbacks from his audience.

12. Setting an example - One should set an example in things, he is teaching - Best method for rural population for awareness of small family

norm

AUDIO VISUALS AIDS OF HEALTH EDUCATION.

1. Auditory aids - Radio, tape recorder.
2. Visuals aids - Not requiring projection - Chalk board, posters, charts, flannel graph - Requiring projection - Slides, film strips.
3. Combined Audio - Visual aids - Televisions, films (cinema), slide - tape combination

METHODS OF HEALTH EDUCATION.

1. Individual approach. Personal contact - by Direct

interview

ii. Home visits - for Follow ups

Individual approach is used for pretest & posttest HIV counseling

Interpersonal communication (IPC) Most persuasive & effective media system for communication

Most effective method for motivating couple for adopting family planning process Loss of interpersonal communication is managed by telecommunication

• 2. Group approach

.Lecture

Oral presentation by a qualified person

unset;">Information is transferred to a large group in a short time

Group should be 30 or less

Talk should not exceed more than 20 minutes

Types

Flip charts - display before a group as the talk is being given

- Exhibits - Models, specimens

Films - mass media of communication

Advantages -

Seminar Economical

unset;">Covers large groups in small time

Less preparation & minimum resources

- Class held for an hour or two for a small group of students, coming together for discussing & learning a specific topic under the guidance of a Teacher

Group Discussion

Aggregation of people interacting in face to face situation

Allows free exchange of ideas & opinions

Effective method to change health behavior & attitudes | Group

leader

initiates the subject, encourages everyone to participate & sums up

discussion in the end! Recorder - Prepares a report on the issue discussed & agreements reached
Group 6 - 12 members

All Participants are seated in a circle

group members may or may not be known to each other

- Rules of group discussion - Listen to others & Don't interrupt

Express clearly & Accept criticism - Make relevant remarks - Help to reach conclusion

unset;">Pyramidal group discussion -
Snowballing method

Pairs

FoursEightsLarge group/Whole class

- iv. Panel Discussion

Chairperson / Moderator

introduces topic briefly & invites the panel speakers to present their views
to 8 qualified persons sit & discuss a given problem in front of a large audience

Two-way discussion

NO specific agenda

NO specific order of

speaking

NO set of speeches

After the subject are explored by the panel speakers, audience are invited to take part
Advantages - Flexible, spontaneous, better understanding of various aspects

Symposium

- Symposium

Series of speeches/ lectures on a specific subject.

Each expert presents an aspect on the subject briefly

There is no discussion among symposium

members

In the end, audience may raise questions

Chairman makes a summary at the end of the entire session Good tool for integrated teaching

- vi. Conferences

Held on regional, state or national level

Half day to one week in length

Cover single topic in depth

- vii. Workshop Series of meetings, usually 4 or more

- Emphasis is to learn a skill individually with the help of consultants & resources personnel

unset;">Disadvantages -

Needs a lot of baseline ground work

• viii. Role Playing

Social drama. Situations cannot be expressed in word so, it is dramatized by the group

Ideal size of the group - 25
Role play is a type of group discussion
Advantages -
Used to discuss social problems

Useful educational tool for school children

• ix. Demonstrations Planned presentation to show how to perform a procedure

* Carried out step by step before an

audience..

Principle Learning by doing

Best method of teaching in urban slums

Example - Disinfection of well

Oral rehydration solution (ORS)
preparation

3. MASS APPROACH/MASS MEDIA . 1.

Televisionii . InternetMost popular of all media for mass educationOne of the fastest growing communication mediaiii .

NewspaperMost widely disseminated form of all mediaiv . Printed materialMagazine

, pamphlets, booklets, handoutsv . Direct mailingvi . PostersFolders, booklets sent directlyPlaced at sites where people have some time to spend Example - bus stops, railway stations, hospitalsvii . Folk

mediaDramas, puppet