

CHAPTER 10

Health Education and Health Promotion

Introduction

Health education is an essential component of any programme aimed at improving the health of a community. It includes communication of information and development of skills, which facilitate the adoption of behaviour conducive to health. The community is also made aware of what they should do for the purpose of the successful completion of any health programme.

As an example, to achieve Dengue control, community should destroy the mosquito breeding places. To get this done through health education, health workers should inform, motivate and help people to adopt and maintain healthy practices and lifestyles.

Definition of Health Education

Health education is a broad operating consolidated tool of education theories, communication principles and social marketing approaches that supports country's priority health programmes and establishes through the behavioural change process in the PHC context healthy lifestyles in the communities to develop healthy individuals and environment and achieve health for all with broad strategies of health advocacy and health promotion.

Health education has a major role in promoting;

- (a) **good health practices** ; For example; environmental sanitation, food hygiene, safe drinking water, complimentary feeding, etc.
- (b) **The use of preventive services**; For example; immunization, primary eye care, anti natal and post natal care, child health, adolescent health, NCD Risk Factor Screening, etc.
- (c) **Correct use of medication and pursuit of rehabilitation regimes** ;For example; tuberculosis, leprosy, strokes, myocardial infarction
- (d) **Community support for primary health care and health promotion**

10.1 Concept of health promotion

The term 'health promotion' is now used to encompass a wider range of activities including social mobilization and advocacy.

Definition of Health Promotion

"Health promotion is the process of enabling people to increase control over and to improve their health" (Ottawa charter 1986).

Health promotion emphasizes on social, economic and environmental factors, as determinants of health.

The five elements critical for health promotion were listed as;

- Healthy public policy
- Supportive environment
- Community action
- Development of personal skills
- Reorientation of health services

Role of the PHI in health education/ health promotion programmes

As a person in direct contact with the community, it is important that the PHI is familiar with the basic techniques of health education during implementation of health programmes, in addition to the knowledge on the health problems and related socio-cultural issues that are being dealt with.

Implementing health promotion

'Setting' approach

A setting is a physically or geographically defined area, with a range of individuals with defined roles and an organizational structure. In a healthy setting the people are continuously creating or solving health problems, resulting in an improvement of the physical and social environment, and expanding those community resources which enable people to support each other in performing all the functions of life and in developing themselves to their maximum potential.

Settings include schools, work sites, hospitals, villages and cities, and special communal groups.

Healthy village

This project focuses on a rural health issues, for example safe water and sanitation, vector-borne diseases, access to health care, misuse of agrochemicals, transport and accidents etc.

Healthy work places

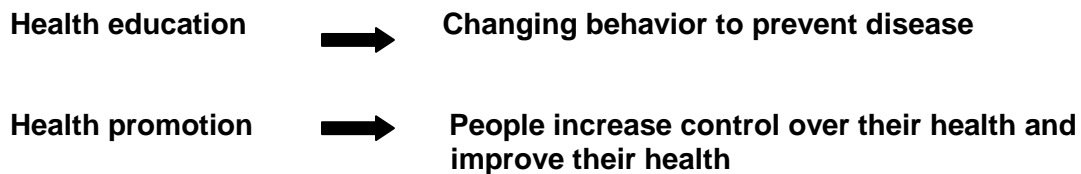
The aim is to create conditions and environments that are supportive to health. These benefit not only workers and their families, but also the employers, owners of the enterprises and the community.

Prevention of occupational diseases and injuries is not the only issue concerning a healthy work place, but additional issues strive to address the multidimensional determinants that influence physical, mental and psychosocial health, including issues related to social justice, human rights and gender issues.

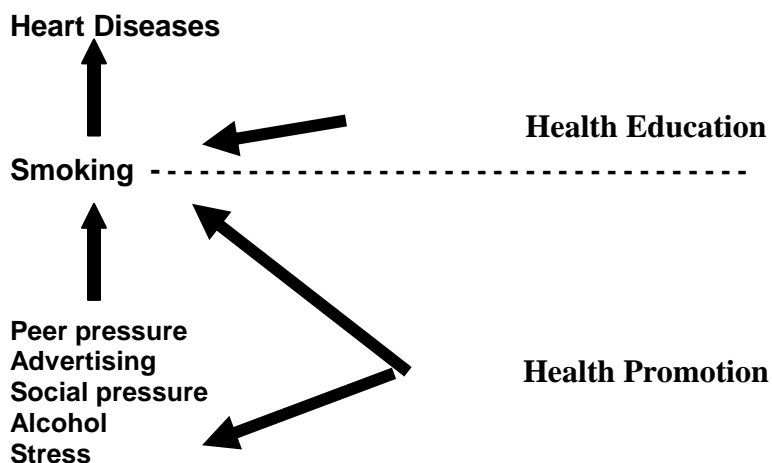
Healthy schools

A health promoting school is a setting where education and health programmes create a health promoting environment which in turn promotes learning. A health promoting school strives to build health in to all aspects of life at school and in the community. It uses it's full organizational and educational potential to promote healthy development of students, staff, families and the community.

Relationship between health promotion and health education



e.gs:-



10.2 Basic Principles and Concepts of Health Education

- Bringing about change through the educational approach is a slow process.
- Health workers must be accepted by the people.
Thus, before attempting to change people's behavior, it is very important that the PHI should establish a good rapport with the community members, so that the community identifies the PHI as a colleague at their level, and not as an evasive, authoritative figure.
- People do not act purely on scientific facts, but their actions are guided by their attitudes, values and benefits etc.
- People rarely act on their own, but are influenced by family members, friends, other individuals, social groups and the community etc.
- The individual must perceive a long term or short term benefits from the proposed actions.
- Health education involves informed voluntary change and not something achieved by force.
- Health education assumes people are willing and able to take responsibility for themselves to change.
- Community participation and mobilization are essential in solving health problems in a sustainable manner.

10.3 Communication

Skills in communication are very important to the Public Health Inspector, as he needs to be able to communicate effectively the facts and help people to improve their health.

Definition of communication

Communication is a process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding in meaning and the intended use of a message.

Basic elements in the communication process



Methods of Communication

- Intrapersonal and Interpersonal communication
- Group communication
- Mass communication

Intrapersonal communication	Interpersonal Communication	Group communication	Mass communication
e.gs:- Making a choice Self attitude changes	e.gs:- Interpersonal discussions Home visits Official letters Personal letters	e.gs:- Lecture discussions Group discussions Demonstrations Role plays Study tours Meetings	e.gs:- Pamphlets News letters Bill boards

For a communication process to be effective, it should conform to the following:-

<p>Seven “C “s for effective communication</p> <ol style="list-style-type: none"> 1. Command Attention 2. Clarify the message 3. Communicate a benefit 4. Consistency counts 5. Cater to hearts and heads 6. Create trust in the audience 7. Call for action

10.4 Participatory Learning and Action (PLA)

PLA can be described as a family of approaches, methods and behaviors that enable people to express and analyze the realities of their lives and conditions, to plan themselves what action to take and to monitor and evaluate the results. Thus, the knowledge and opinions of the people are incorporated into the management of projects and programmes.

Methods;

- Participatory Mapping
 - Social mapping
 - Body mapping
 - Physical mapping
 - Historical mapping
- Semi- structured Interviewing

- Focus Group Discussions
- Transect Walk
- Daily Activity Chart
- Seasonal calendars
- Venn Diagram
- Preference Ranking
- Matrix Ranking and Scoring

10.5 Health Learning Materials (HLM)

It includes all the materials used in any situation of communication, whether it may be of a classroom or other teaching situation, to facilitate the understanding of written and spoken words and abstract symbols.

The Need and importance of HLM

- Facilitate learning in a more faster and thorough manner
- 85% of human knowledge is acquired through sight
- 40% of teaching and learning time is saved
- Better retention
- Abstract subjects and complicated mechanisms can be readily explained
- Attract and hold attention of the audience
- Arouse and hold the interest of the audience (due to colour, animation, spot lighting and closeness to realism)
- Overcome the language barrier
- Stimulate thinking and motivate action

Steps in the preparation of HLM

1. Identify the need or the subject
2. Decide on the objective
3. Identify the structure of the group (characteristics)
4. Outline the messages
5. Decide on the aid/s
6. Visualize the key points
7. Plan the work
8. Prepare the miniature aid/s
9. Prepare the specific aid/s
10. Pre-testing
11. End product

10.6 Concept of Behavior Change Communication (BCC)

BCC strategy is one of the most effective methods in health promotion.

Steps in Behavior Change Communication Planning

(a) Identify risk factors

Study the knowledge, attitudes, practices, and beliefs of the individuals/ groups, to gain an insight on risk regarding the respective topic or problem

- **Individual risk factors;**
 - The risk situations that result from an individual's attitudes, behaviour and actions (e.g.s:- engaging in unprotected sex)
- **Biological risk factors**
 - Risks that exist because of the biological facts concerning the human body (e.g:- age)
- **Social risk factors**
 - All the social risk factors that exist in the community (e.g.s:- migratory habits)

(b) Select the target audience

- Who are the people, your communication project is aimed at?
- What are the different segments in the audience?

(c) Identify the desired behaviour and attitude changes

- Identify the existing behaviours
- What are the desired behaviours?
- How can the gap be filled?

Several factors help people to make changes and sustain them over a period of time. Recognizing them and planning for the improvement of the following three factors are beneficial :-

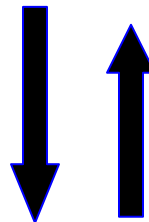
- Personal commitment to make the desired changes
- Acquiring the skills necessary to implement the changes
- Creation of a supportive environment, in which to practice and make the new changes

(d) Barriers / Challenges against adopting healthy behavior

- How to overcome the challenges?

The behavior change process

- Unaware
- Awareness created
- Acquiring knowledge and attitudes
- Motivation
- Trial
- Success
- Sustaining
- Advocating



An individual will go through this process several times before adopting the desired behavior.

(e) Initial planning

1. A strategy or a project goal is the statement of the intent.

2. Objectives

All objectives needs to include the following information:-

1. Who?
2. What?
3. How much?
4. When?

3. Messages

Messages should be able to appeal the target audiences and help their movement toward the desired outcome.

4. Communication Channels and Media

Communication channels are the methods which use to reach the target audiences.

Communication media are the materials which reach the target audiences.

5. Intervention

Plan the most effective intervention to reach the audience. Use a combination of interpersonal type, small group type, mass media type and other type of activities to achieve the best results.

6. Monitoring and evaluation

Monitoring

- Process documentation
- Monitoring meetings with gatekeepers and partners
- Random impact – assessment studies

Evaluation

- End–line Focus Group Discussions / Formative Research
(analysis of factors which determine the behaviour of target audiences)
- Final impact assessment
- Behaviour observation

10.7 Planning a Health Education Programme

The following steps are involved in the planning of a health education programme.

Step i - Identification of the problem

- Identify the health programme and the health problem for which health education is to be planned
- identify the cause - immediate cause
- Assess the magnitude of the problem

Step ii - Social diagnosis

- population in the area
- age groups
- health status
- ethnic and religious composition
- economic status
- social and cultural characteristics of the people
- assessment of resources etc.
- stakeholders

Step iii - Educational diagnosis

- Identify the behaviours linked to the health problem
- Identify the knowledge and attitudes linked to the health problem

Step iv - Identification of Target Group (primary / secondary)

- e.gs:- Mothers
- School children

Step v - Programme objective

- e.gs:- To decrease the prevalence of diarrhoea among pre-school children living in a given area, from 25% to 10%, within a period of 6 months from 1st December 2008

Step vi - Establish educational objectives

- area of knowledge to be imparted
- e.g:- Ability to state four ways by which diarrhoea could spread

- behavior to be changed
- e.g:- 80% of the target population should be drinking boiled, cooled water

Step vii -Health messages to be conveyed

- e.g:- Four ways in which diarrhoea spreads

Step viii -Identify necessary services

- e.g:- Ready availability of oral rehydration solution 'Jeewane', to the households in the affected community

Step ix -Prepare Plan of action

When	What	Who	Whom	Where	How	Outcome

Step x - Monitoring and evaluation

- Process evaluation
- Outcome evaluation
- Impact evaluation

10.8 Recording and Reporting of health education activities

The health education activities carried out by the Public Health Inspectors need to be recorded and reported.

Summary of health education activities

i. Identified health education needs and problems in the area

(a).....

(b).....

(c).....

(d).....

ii. Activities which have been implemented to solve the problems

Activity	Target group	Method	No. of participants	Resource persons	Outcome

iii. No. of schools in the area :-

a. No of active schools health clubs:-

b. No. of programmes conducted with school health clubs:-

Activity	Target group	Method	No. of participants	Resource persons	Out come

iv. No. of active health volunteers in the area :-

a. No. of programmes conducted with the health volunteers:-

- Seminars
- Practical exercises
- Campaigns
- Any others

Date; -

Signature:-

Name & Designation (with Station)