

COMMUNITY HEALTH 1- HEALTH EDUCATION

BY MADAM CAROLINE L. MRAMBA

Bsc. Health Systems Management; HND
Epidemiology; HND Paediatrics;
Diploma Clinical Medicine and Surgery

HEALTH EDUCATION

- ⦿ **Health education** is any combination of learning experiences
- ⦿ It is designed to help individuals and communities improve their **health**,
- ⦿ This is by increasing their knowledge or influencing their attitudes.

AIMS AND OBJECTIVES OF HEALTH EDUCATION

- Health education is one of the factors of development
- It contributes to: increasing the efficacy of health services, curative as well as preventive

Objectives

- To improve productivity by reducing occupational diseases and accidents;
- To change the social climate of communities by getting the people to participate in finding solutions to their own health

PRINCIPLES OF HEALTH EDUCATION

- ◉ Interest.
- ◉ Participation.
- ◉ Proceed from known to unknown.
- ◉ Comprehension.
- ◉ Reinforcement by repetition.
- ◉ Motivation
- ◉ Learning by doing
- ◉ People, facts and media.
- ◉ Good human relations
- ◉ Leaders

MODELS AND METHODS OF HEALTH EDUCATION

What is 'Method' and 'Model'

Method:

- ⦿ A procedure, technique, or way of doing something, especially in accordance with a definite plan
- ⦿ It is operational

Model

- ⦿ Is a standard or example for imitation or comparison

MODELS AND METHODS OF HEALTH EDUCATION...

- ◉ Methods of health education are the techniques or ways in which series of activities are carried out
- ◉ This is to communicate ideas, information and develop necessary skills and attitude

Methods of Health Education

- ◉ Individual approach
- ◉ Group approach
- ◉ Mass approach

MODELS AND METHODS OF HEALTH EDUCATION...

○ Advantages of individual approach

- Can be done in doctors consultation room
- One can discuss, argue and persuade and individual to change behaviour
- Individual has opportunity to ask as many questions as possible

○ Disadvantages of individual approach

- Small number can be reached at a time
- Only given to those coming into the hospital or meeting the public health person
- Can be time consuming

MODELS AND METHODS OF HEALTH EDUCATION...

Types of individual health education methods

- ◉ Personal interviews
- ◉ Home visits
- ◉ Counseling
- ◉ Health talks

Group approach

- ◉ Is an effective way of education the community

MODELS AND METHODS OF HEALTH EDUCATION...

Group approach...

- ⦿ The choice of subject is very important and has to relate to the interests of the community
- ⦿ It is effective in
 - Promoting behavioral change
 - Influences opinions
 - Develop critical thinking
 - Increase motivation

MODELS AND METHODS OF HEALTH EDUCATION...

- Advantages of group approach
 - Familiar, trusted and influential
 - Reaches more people
 - Not expensive
 - People can share experiences
- Disadvantages
 - Does not provide personal attention
 - Requires approval from authorities
 - Can be time consuming
- Methods of group health education - lectures, demonstration and discussions

MODELS AND METHODS OF HEALTH EDUCATION...

- Note that one remembers
 - 20% of what they hear
 - 50 % of what they hear and see
 - 90% of what they hear, see and do
 - Close to 100% if they repeat what they hear, see and do

Mass Approach

- Communication is given to a community where the people gathered together do not belong to one particular group

MODELS AND METHODS OF HEALTH EDUCATION...

Mass Approach...

⊙ Advantages

- Large number of people can be reached
- People of all socio-economic status have access to health education

⊙ Disadvantages

- One way communication
- Individual needs might not be met
- There is no way one can ask questions

⊙ Forms of mass health education - television, radio, newspapers, posters, magazines, booklets