

COMMUNITY HEALTH 1- MODELS OF HEALTH EDUCATION

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MODELS OF HEALTH EDUCATION

Social Cognitive Theory (SCT)

- It describes
 - the influence of individual experiences,
 - the actions of others, and
 - environmental factors on individual health behaviors.
- SCT provides opportunities for social support through
 - instilling expectations,
 - self-efficacy, and

- using observational learning and other reinforcements to achieve behavior change.
- Key components of the SCT related to individual behavior change include:
 - **Self-efficacy:** The belief that an individual has control over and is able to execute a behavior.
 - **Behavioral capability:** Understanding and having the skill to perform a behavior.

MODELS OF HEALTH EDUCATION...

- **Expectations:** Determining the outcomes of behavior change.
- **Expectancies:** Assigning a value to the outcomes of behavior change.
- **Self-control:** Regulating and monitoring individual behavior.
- **Observational learning:** Watching and observing outcomes of others performing or modeling the desired behavior.

MODELS OF HEALTH EDUCATION...

- **Reinforcements:** Promoting incentives and rewards that encourage behavior change.

Motivation Model of Health

- ◉ Education 'Motivation Model' of Health
Education conceptualizes that people are **motivated** to change behavior to **healthy** practices, when a particular **health**-behavior addresses or arouse their 'need'.

MODELS OF HEALTH EDUCATION...

- Common motivational theories used in health education are
 - Maslow's Hierarchy
 - Self-Esteem
 - Transtheoretical Model
 - Health Belief Model
 - Self-Efficacy

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- ◉ *Maslows Hierarchy*
- ◉ Basic, physiological needs appear at the base of the pyramid.
- ◉ As you move upward, you address needs that are less urgent to satisfy, but develop greater and greater psychological health, until you realize self-actualization.
- ◉ Disadvantages of motivational model of health is that
 - It requires other needs for it to be fulfilled such as economic and social factors

MODELS OF HEALTH EDUCATION...

Social Intervention Model

- ◉ The **social model of health** examines all the factors which contribute to **health** such as **social**, cultural, political and the environment.
- ◉ The **social model of health places importance** on the changes that needs to be made by society, empowering people to be in charge of their own **health** and lifestyles, in order to make the population healthier..

THEORIES OF HEALTH EDUCATION

Theory of Reasoned Action/Planned Behavior

- Two closely associated theories – The Theory of Reasoned Action and the Theory of Planned Behavior – suggest that a person's health behavior is determined by their intention to perform a behavior.

THEORIES OF HEALTH EDUCATION..

- ⊙ A person's intention to perform a behavior (behavioral intention) is predicted by
 - a person's attitude toward the behavior, and
 - subjective norms regarding the behavior.
- ⊙ Subjective norms are the result of social and environmental surroundings and a person's perceived control over the behavior.

THEORIES OF HEALTH EDUCATION..

- Generally, positive attitude and positive subjective norms result in greater perceived control and increase the likelihood of intentions governing changes in behavior.

THEORIES OF HEALTH EDUCATION..

Cognitive Theory

- ◉ The **Cognitive Learning Theory**: is a broad **theory** used to explain the mental processes and how they are influenced by both internal and external factors in order to produce **learning** in an individual.
- ◉ The **theory** is credited to education psychologist Jean Piaget.

THEORIES OF HEALTH EDUCATION..

- ◉ An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior.
- ◉ This was developed by Martin Fishbein and [Icek Ajzen](#) in 1967

THEORIES OF HEALTH EDUCATION..

Humanist theory

- ⦿ The **humanistic** perspective is an approach to psychology that emphasizes empathy and stresses the good in human behavior.
- ⦿ In counseling and therapy, this approach allows an psychologist to focus on ways to help improve an individual's self-image or self-actualization - the things that make them feel worthwhile.

APPROACHES TO HEALTH EDUCATION

Behavioural change

- ◉ The **behaviour change** approach is used to bring about changes in an individual's thinking or perception.
- ◉ You should be able to use this method to change the behaviour of individuals within your community and help them make their own health-related decisions
- ◉ This approach can be applied using locally available methods and media such as leaflets and posters

APPROACHES TO HEALTH EDUCATION...

Self empowerment

- It's important to remember that self-empowerment is rooted in awareness and understanding that people can act to change their own lives on their own behalf.
- Using the self-empowerment approach you can provide the tools they will need to make their own choices about their health and increase their control over their physical, social and psychological health

APPROACHES TO HEALTH EDUCATION...

- It is a process which empowers families and communities to improve their quality of life, and achieve and maintain health and wellness.
- It emphasizes not only prevention of disease but the promotion of positive good health.

STEPS IN CARRYING OUT A HEALTH PROGRAMME

- ◉ STEP 1: MANAGE THE PLANNING PROCESS.
- ◉ STEP 2: CONDUCT A SITUATIONAL ASSESSMENT.
- ◉ STEP 3: IDENTIFY GOALS, POPULATIONS OF INTEREST, OUTCOMES.
- ◉ STEP 4: IDENTIFY STRATEGIES, ACTIVITIES, OUTPUTS, PROCESS.
- ◉ STEP 5: DEVELOP INDICATORS.
- ◉ STEP 6: REVIEW THE PROGRAM PLAN.

HEALTH PROGRAMME PLANNING

- Health Program Planning focuses on
 - assessment,
 - analysis, and
 - planning to help one design and implement public health strategies, with a high likelihood of achieving desired objectives.
- Before one can begin planning for health education activities, there is need to have a clear understanding of what planning means.

HEALTH PROGRAMME PLANNING..

- Planning is the process of making thoughtful and systematic decisions about
 - what needs to be done,
 - how it has to be done,
 - by whom, and
 - with what resources.
- Planning is central to health education and health promotion activities

HEALTH PROGRAMME PLANNING..

- Key questions to ask when planning
 - What will be done?
 - When will it be done?
 - Where will it be done?
 - Who will do it?
 - What resources are required?
- Purpose of planning in health education
 - enables one to match resources to the problem to be solved
 - helps one use resources more efficiently to ensure the best use of scarce resources.

HEALTH PROGRAMME PLANNING..

- it can help avoid duplication of activities
- helps prioritise needs and activities
- enables one to think about how to develop the best methods with which to solve a problem.

SIX PRINCIPLES OF PLANNING IN HEALTH EDUCATION

- It is important that plans are made with the needs and context of the community in mind.
- Consider the basic needs and interests of the community.
- Plan with the people involved in the implementation of an activity.
- Identify and use all relevant community resources.
- Planning should be flexible, not rigid..

SIX PRINCIPLES OF PLANNING IN HEALTH EDUCATION..

- The planned activity should be achievable, and take into consideration
 - the financial,
 - personnel, and
 - time constraints on the resources you have available.
- NB - One should never plan for unachievable activities

STEPS IN PLANNING

- ◉ Assess needs
- ◉ Identify and prioritise
- ◉ Set goals and objectives
- ◉ Develop strategies
- ◉ Implement
- ◉ Monitor and evaluate
- ◉ Needs assessment is the process of identifying and understanding the health problems of the community, and their possible causes .

STEPS IN PLANNING..

- The problems are then analyzed so that priorities can be set for any necessary interventions.
- The information you collect during a needs assessment will serve as a baseline for monitoring and evaluation at a later stage

BEHAVIOURAL CHANGE COMMUNICATION

