



# Health Education

Susan A. Nyawade,

PhD, MSc (HP), MSc (Nut), BEd (H.Econ)

# Course Outline

## Lecture 1:

- Overview of health and health education

## Lecture 2:

- Models and theories of Health Behaviour

## Lecture 3:

- The health education process

## Lecture 4:

- School Health

## Lecture 5:

- Communication



# **Lecture 1: Overview of Health Education**

# Session Objectives

By the end of this session you should be able to:

- Define health, wellness, health promotion & health education,
- Discuss the dimensions of health & wellness
- Discuss the determinants of health
- Discuss the goals of health education
- Examine approaches used in health education
- Review principles and content of health education
- Review the 6 stages in the adoption of new ideas and practices
- Discuss the benefits and barriers to health education

# Importance of Health Education

- It improves the health status of individuals, families, communities and the nation
- It enhances the quality of life
- It reduces healthcare costs
- It decreases premature deaths

# Definition of Health

## *1948 Definition (WHO):*

- Health is a state of complete physical, mental and social wellbeing and not merely the absence of diseases or infirmity.

## *1986 WHO expanded the definition to include:*

- Health is not possible without peace, shelter, education, food, income, a healthy and sustainable physical environment, social justice and equity.

# Definition of Wellness

- Wellness is an active process of becoming aware of and making choices toward a healthy and more fulfilling life/existence.
- Wellness is more than being free from illness, it is a dynamic process of change and growth.
- ***Health is multi-dimensional going beyond just physical health***
- Wellness is broken into six ***or more*** major categories/dimensions
- To be healthy, you must take care of all the dimensions of health

# Dimensions of Health & Wellness



***EIGHT  
Dimensions***

***Health is multi-dimensional going beyond  
just physical health***



# Dimensions of Health & Wellness



***SEVEN  
Dimensions***

***Health is multi-dimensional going beyond  
just physical health***

# Dimensions of Health & Wellness

The **SIX** dimensions of health and/or wellness:

1. Physical
2. Social
3. Emotional
4. Spiritual
5. Intellectual/Mental
6. Environmental



*Each Dimension is composed of many sub-elements*

# 1. Physical Health

Physical health simply refers to the state or condition of the physical body and what affects it. Is maintained by

- Eating right
- Exercise
- Maintaining healthy weight
- Avoiding drugs and alcohol
- Being free of disease and sickness

# Sub-Elements of Physical Health

- Body composition e.g. blood chemistry
- Functional body system
- Fitness level (endurance, muscle tone, strength, flexibility)
- Metabolism
- Presence/absence of disease/illness
- Presence/absence of disease predisposing factors
- Environmental exposures: pollution, stress, radiation etc.
- Behavioral exposures: alcohol, tobacco, foods, unsafe sex etc.

## 2. Social Health

- It is the quality of relationship with two or more individuals:
  - Friends
  - Family
  - Teachers
  - Workmates
  - classmates

# Sub-Elements of Social Health

## Social Skills & Social Functioning

- Ability to communicate/listen to others
- Love of others
- Accept realities in lives of others (e.g. death)
- Acceptance of the difference of self compared to others and self limitation
- Social interaction skill
- Comfort in being involved with others
- Personal definition of normal
- See self as part of larger whole
- Concern for others and support of friends

# 3. Emotional Health

Emotionally healthy people are able to:

- Be aware of their emotions
- Process their emotions
- Be sensitive to other peoples' emotions
- Be self-empowered
- Be in healthy relationships

# Sub-Elements of Emotional Health

FEELINGS (Expression of emotion) SENSORY PROCESSED:  
Relationships & images of issues analyzed, constructed and feelings generated

- Ability to relate to personal values
- Self knowledge
- Love of self and feeling of self-importance/worth
- Self perception
- Ability to express feelings appropriately
- Honesty
- Empathy
- Sexuality



## 4. Spiritual Health

Includes living according to one's ethics, morals and values

Also includes maintaining harmonious relationships with other living things and having spiritual direction and purpose

# Sub-Elements of Spiritual Health

**Purpose and Meaning in Existence;  
Conscious Appreciation of Expanse of Life**

Meaning Varies Among Persons

- Life force purpose/drive in life (inspiration)
- Survival instincts
- Creativity/Enthusiasm/Pleasure seeking
- Acceptance of self limitations (death)
- Ethics/integrity/principles/moral code/trust
- Ability to love and be loved
- Feelings of selflessness

# 5. Intellectual/Mental Health

- The ability to recognize reality
- The ability to cope with the daily demands of life
- Cherishing mental growth and stimulation
- Engagement in the exploration of new ideas and understandings
- Ability to balance one's thoughts, emotions and feelings
- Intellectual wellness is engaging the individual in creative and stimulating mental activities to expand their knowledge and skills and help them discover the potential for sharing their gifts with others.

# Sub-Elements of Mental Health

## COGNITIVE-INTELLECTUAL FUNCTION; KNOWLEDGE-BASED (Control of Emotion)

- Intelligence
- Analytical skills: problem-solving/Decision-making /planning
- Sexuality
- Perceptions of others
- Adaptability to difficult situations
- Ability to cope/relax
- Tolerance
- Judgement

# 6. Environmental Health

- Clean air
- Clean water
- Safe food
- Clean and safe land around you

# Health Promotion

## *WHO definition:*

- The process of enabling people to increase control over the *social determinants of health* and thereby improve their health.

# Social Determinants of Health

- *Why are some people healthy and others unhealthy? How can we create a society where everyone has a chance to live a long healthy life?*
- The **determinants of health** are the range of personal, social, economic, and environmental factors that influence health status.
- Determinants of health are those factors that make us more (or less) healthy.
- *Examples of determinants of health?*

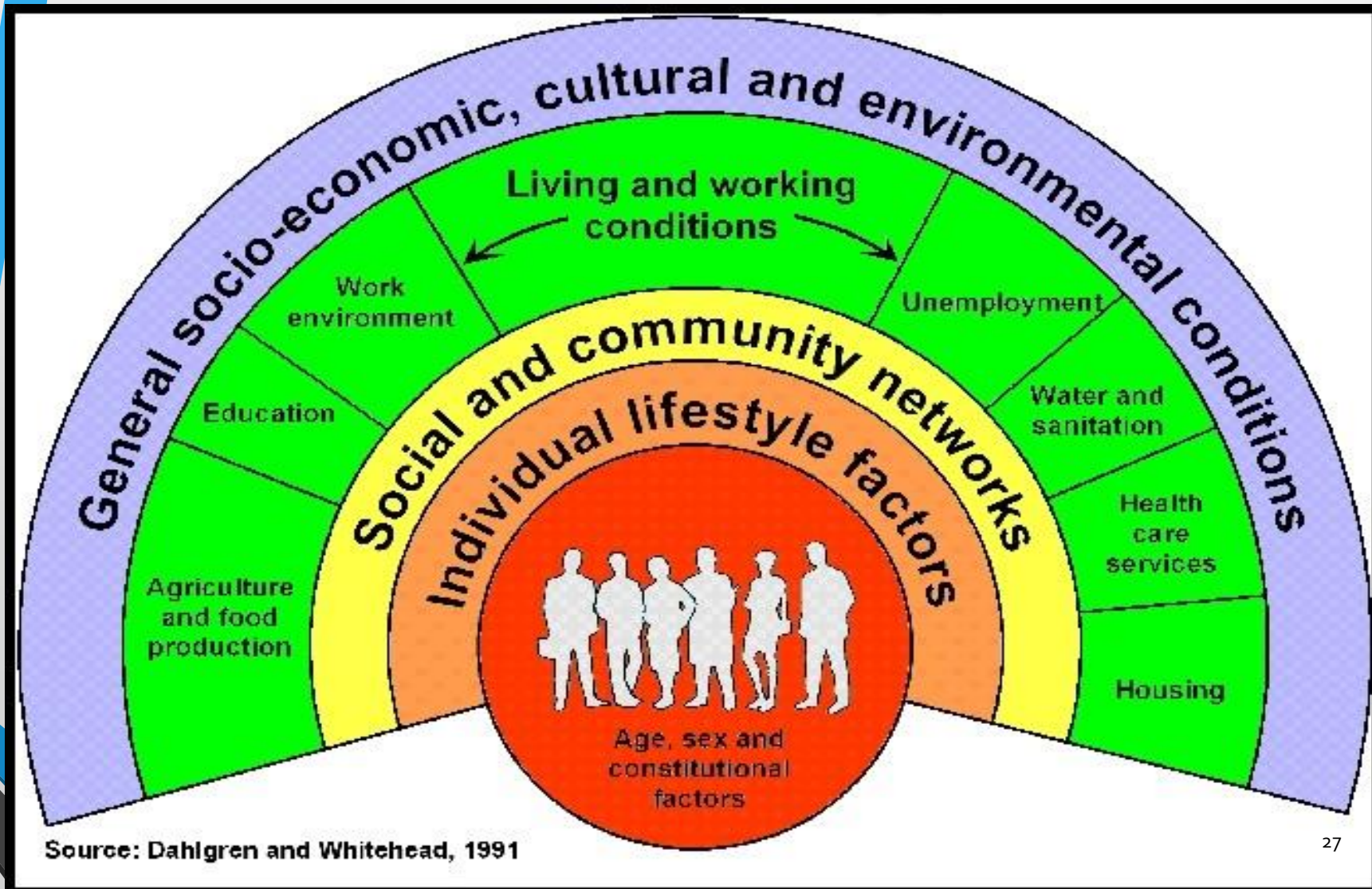
# Social Determinants of Health

The social determinants of health are the conditions:

- In which people are born
- Where people grow
- Where people live
- Where people work or go to school
- Where people age



# Social Determinants of Health



Source: Dahlgren and Whitehead, 1991

# Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education			
Support	Walkability				

## Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

# Determinants of Health Components

- General socio-economic, cultural and environmental conditions
- Living and working conditions
- Social community network
- Individual and lifestyle factors

# 1. General Determinants

- Socio-economic
  - Higher income is associated with good health
- Political
  - Healthcare policies
- Culture
  - health is affected by traditions and beliefs of the family community.
- Environmental conditions

# Socio-economic Status (SES)

- SES is measured by:
  - Income
  - Educational attainment
  - Occupational Status
- Low SES is related to poor health outcomes
- Low SES is associated with the prevalence of chronic diseases and mortality

# Political Determinants of Health

- May include decisions by ministries, parliaments, governments, etc.
- Decision examples:
  - Promotion of tobacco and alcohol control,
  - Universal Access to health care
  - Healthcare funding

# Cultural Determinants of Health

- Culture refers to an integrated pattern of belief and behavior
  - Varies from group to group
  - Is valued for itself, endures and evolves
  - A system of thoughts & behaviors shared by a group of people
  - Our cultural backgrounds have tremendous impact on our lives and **HEALTH**
  - Culture contributes to the richness of human experience
  - Everyone has a cultural background
- Culture defines what we think, what we say and what we do.

# Influence of Culture on Health

- Culture impacts on:
  - An individual's perception of health and illness
  - Their health behaviour
  - beliefs of what is a health issue
  - why they have the illness
  - how people perceive they should talk about the illness.
- Being able to recognise, accept and respect cultural similarities and differences is important in the:
  - delivery of effective health care services and
  - ability to provide this service within a cultural context.



# Environmental Determinants of Health

## Environmental conditions

- The use, layout & design of a community's physical structures
  - Urban: high crime and traffic
  - Suburban: pedestrian “unfriendly”
- Biochemical effects (lead paint, diesel fumes.)

## 2. Living and Working Conditions (I)

- **Housing:**
  - Homelessness, increase in rents and fire prevention
- **Healthcare services:**
  - Access to quality health services
- **Living conditions:**
  - Outdoor temperature and indoor air quality
- **Type of work:**
  - Exposure to diseases
- **Unemployment:**
  - Financial instability and access to healthcare

# Living and Working Conditions (II)

- **Education:**

- More education means longer life, parent's education determines child's health status

- **Water and sanitation:**

- Access to clean water, infections transmitted through poor hygiene and exposure to healthcare wastes

- **Agricultural activities and food:**

- Tobacco farming and its effects on health, vector borne diseases, food security and dietary patterns

# 3. Social and Community Network

- **Family support:**
  - No communication, living alone in a strange place and different culture and background
- **Participation within government processes:**
  - The role of government in determinants of health; environmental health and sanitation

# 4. Individual and Lifestyle Factors

- Aging
- Inheritance and genetic susceptibility
- Early life exposure to risk factors
- Economic and educational level
- Lifestyle: Smoking, alcohol and physical Activity

# Social Factors

- These are factors that differentiate groups of people in a society:
  - Ethnicity and race
  - Religion
  - Political affiliation
  - Geographical area
  - Education
  - Income and occupation

# Importance of Social & Cultural Factors in Healthcare

To be an effective healthcare provider, you must be familiar with:

- The ways people think about health and illness
- What individual behaviors and habits influence health
- How you are perceived in the community where you work
- How your actions are perceived by the community where you work
- How culture interacts with environment, economy, and politics to affect health

# 1. Social & Economic Determinants of Health

## Examples

- Job opportunities
- Quality of schools
- Level of education
- Transportation
- Poverty
- Exposure to crime and violence
- Social support/protection and social interaction
- Policies



## 2. Physical Determinants of Health

### Examples

- The natural environment which includes plants, weather, or climate change
- Buildings or transportation/infrastructure
- Worksites, schools, and recreational settings
- Housing, homes, and neighborhoods
- Exposure to toxic substances
- Physical barriers, especially for people with disabilities

# 3. Health Services Determinants of Health

## Examples

- Lack of or inadequate health services
- The high cost of health services
- Lack of insurance coverage
- Language barriers
- Staff shortage

# 4. Biology and Genetics based Determinants of Health

## Examples

- Age
- Sex/gender
- HIV status
- Inherited conditions, such as sickle-cell anemia, hemophilia, and cystic fibrosis
- Carrying the BRCA1 or BRCA2 gene, which increases risk for breast and ovarian cancer
- Family history of heart disease

# 5. Individual Behavioural Determinants of Health

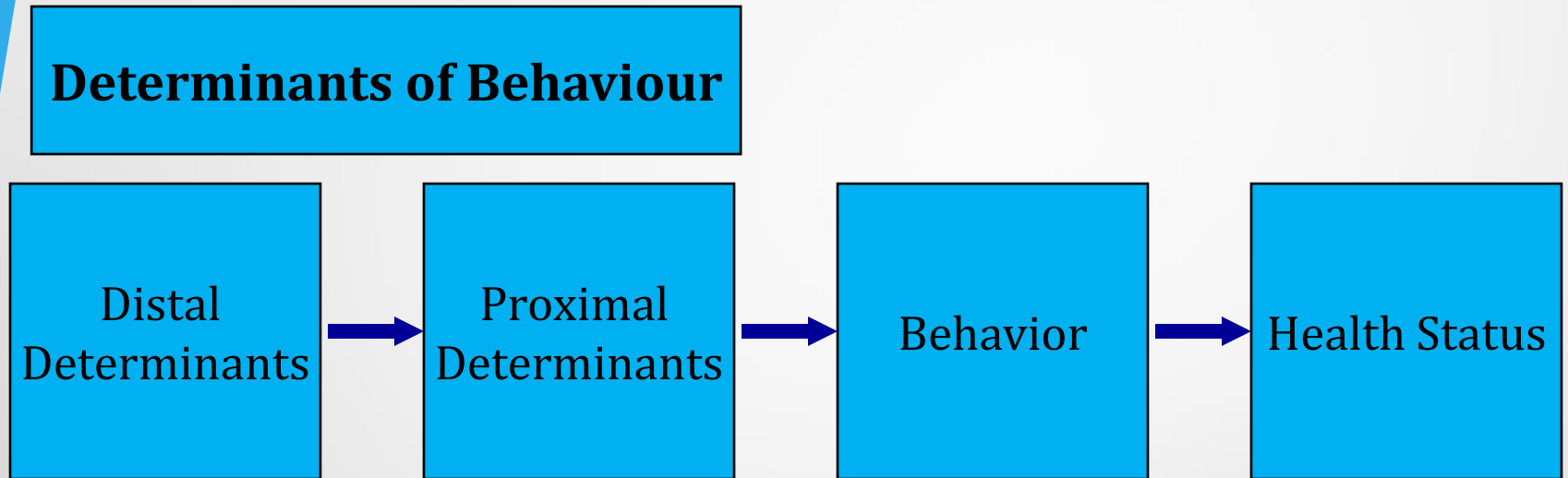
## Examples:

- Diet/dietary practices/healthy eating
- Physical activity
- Alcohol, cigarette, and other drug use/abuse
- Hand washing

# Behavioral Determinants

- A subset of constructs that are particularly important for theories of health behavior:
  - An underlying factor (pre-disposing factors)
  - A presumed cause of behavior (reinforcing)
  - A potential contributor to behavior (enabling)
- You **Cannot** change behavior directly; must change determinants to change behavior. There are 2 types:
  - **Proximal**
    - those determinants that are close to the behavior
    - immediate causes of the behavior
  - **Distal**
    - those determinants that are further away from the behavior
    - those whose effect is mediated by other determinants

# A Simple Causal Chain



# Where are these in causal chain?

1. Eating breakfast
2. Knowledge of where to get help
3. Rate of HIV infection in a community
4. Clinical depression
5. Skill at putting on a condom
6. Wearing a seat belt
7. Current smoker
8. Policy restricting soft drinks in school vending machine
9. Person with diabetes

# Health Education

## *WHO definition:*

- Any combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes.

It enables the patient to cope including:

- Effort to *maintain health* rather than *treat diseases*
- Rehabilitation to some level of normality
- How to live with a disability positively



# Three Goals of Health Education

1. Health promotion
2. Prevention of diseases
3. Rehabilitation

# 1. Health Promotion

Mainly **focuses on** and **targets behavior-related determinants** such as

- Eating habits
- Sexual behavior
- Alcohol drinking habits
- Drug use habits
- Hand washing
- Other types of lifestyles such as exercise/recreational activities.

## 2. Prevention of Diseases

### *Primary prevention, e.g.:*

- Immunizations
- Supplementation
- Healthy lifestyle education

### *Secondary prevention, e.g.:*

- Regular medical screening

# 3. Rehabilitation

*Tertiary prevention, e.g.:*

- Rehabilitation
- Support groups (continuing support)

# Approaches in Health Education

There are three approaches used in Health Education:

- Legal or Regulatory
- Administrative
- Educational

# 1. Legal or Regulatory Approach

- Making use of the law to protect the public
- The government makes laws and regulations on:
  - Epidemics
  - Food safety
  - Environment
  - Pollution

## 2. Administrative Approach

- This approach intends to provide health facilities and services to the people with the hope that they will use them
- The service has to be based on the felt needs of the people

# 3. Educational Approach

- Most effective approach
- Components include:
  - Motivation
  - Communication
  - Decision-making
- Results are slow but permanent
- Allows time for behavior change



# Principles of Health Education

1. Credibility
2. Interest
3. Participation
4. Motivation
5. Comprehension
6. Reinforcement
7. Learning by doing
8. Known to Unknown
9. Setting an example
10. Good human relations
11. Feedback
12. Community leaders
13. Soil, seed, sower

# Health Education Content

- Human biology
- Nutrition
- Hygiene & sanitation
- Family healthcare
- Control of communicable and non-communicable diseases
- Prevention of accidents
- Use of health services

# Benefits of Patient Education to an Individual

There are several benefits for an individual

- Increasing the ability to cope and manage health
- Empowering patients to make decisions related to their care
- Increasing patients' potential to follow a health care plan
- Helping patients learn healthier behaviors
- Promoting recovery and improved function
- Increasing patient confidence in his or her self care
- Decreasing treatment complications

# Benefits of Patient Education to the Organization

There are also benefits of health education to the organization e.g. health facility

- Increased customer satisfaction
- Compliance with regulatory standards
- Improved efficiency through cost-effective care
- Better informed patients and a reduced chance for malpractice claims
- Reduction in readmissions

# Who Teaches the Patient?

- Nurse
- Doctor
- Neighbours and spouse
- Other patients with a similar problem
- Agencies – e.g. Diabetic Society/drug abuse recovery support groups, etc.

# When to Teach (Timing)

- On admission
- At the onset of tests or therapy
- On discharge

## ***Teaching Moment:***

- Take the opportunity when the patient is eager/anxious to learn.

# Why do we have to teach the patient?

- The patient has a right to know
- The patient's needs must be met
- To promote health
- To prevent illness
- To enable the patient to cope with illness
- To facilitate rehabilitation.

# Barriers to Patient Education

- Time
- Language
- Culture
- Inadequate Literacy/Learning disability
- Denial/Anger/Fear/Anxiety/Depression
- Physical pain
- Acute illness



# 6 Stages in the Adoption of New Ideas and Practices (I)

## 1. Stage of unawareness

- The individual is not aware of the idea or practice

## 2. Stage of awareness

- The individual has some general information about the idea or practice but is not sure about the usefulness

## 3. Stage of interest

- The individual is showing more interest about the idea or practice

# 6 Stages in the Adoption of New Ideas and Practices (II)

## 4. Stage of evaluation

- The individual tries to find out the advantages and disadvantages of the idea or practice
- He/she evaluates whether the idea or practice will be beneficial to him and his family

## 5. Stage of trial

- The individual decides to put the new idea into practice

## 6. Stage of adoption

- The individual accepts the new idea

# Exercise 2: 15 Minutes

## *Case Study 1*

- A family of seven arrived in your local community from Somalia. They are Muslims. Their ages range from 10 months to 40 years. They have no friends or relatives here; they have lost their home and have no money, they are not working and they have no health insurance. They are in temporary accommodation in the village hall with ten other families.
- List all the factors that will influence the health of these families in terms of:
  - those factors that will promote and protect their health and
  - those that will undermine their health.

# Questions?

