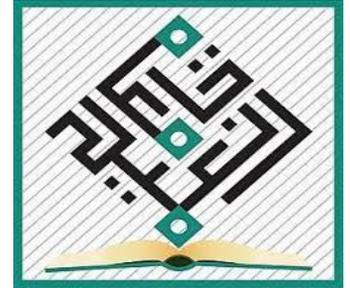


Al Ameer University
College of Nursing
Subject: Health Promotion
Stage: Fourth
Lecture: 2



Health education

Assist lect. Ehab A. Hayder

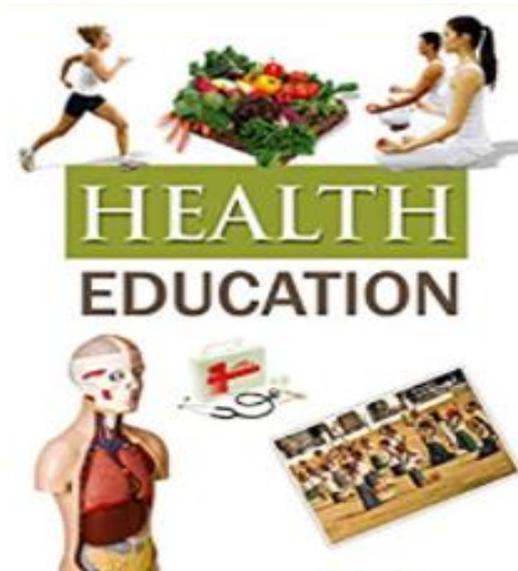
Objectives

At the end of lecture the student will able to:

1. Defining health education concepts.
2. Identify the role of health educator.
3. Explaining the elements of health education.

Introduction

- Health education is an important part of health promotion activities .
- These activities occur in schools, work places, clinics and communities and include topics such as healthy eating , physical activity , tobacco use prevention , HIV / AIDS prevention and safety .



Comparison between :

Health promotion	Health education
<p>Health promotion takes a more comprehensive approach to promoting health by involving various players and focusing on multi-sectoral approaches compared to health education .</p>	<p>Health education focusing on communicating health information and knowledge, and providing skills in order to support individual to adopt desired (positive) healthy behavior voluntary.</p>

Aims of health education

- ✓ To encourage people to adopt and sustain health promoting life style and practices .
- ✓ To promote the proper use of the health services available to them .
- ✓ To provide new knowledge , improve skilled and change attitudes in making rational decisions to solve their own problems

✓ To stimulate individual and community self reliance and participation to achieve health development through individual and community involvement at every step from identifying problems to solving them

Health educator:

is any person who has correct health information, and who has received a degree of training in communicating the information with his skills.



The role of health educator

1. Talking to the people and listening of their problems.
2. Thinking of the behavior or action that could cause , cure and prevent these problems .
3. Finding reasons for people's behaviors.
4. Asking people to give their own ideas for solving the problems .

5. Helping people to look at their ideas so that they could see which were the most useful and the simplest to put into practice .
6. Encouraging people to choose the idea best suited to their conditions .

Elements of health education:

- 1. Health message:** The health information must be correct, interesting, and understandable at the level of the recipient, to achieve the desired goal.
- 2. The health educator:** Must be a believer in the message, have sufficient knowledge and communication skills to deliver the information to the recipient.

3. The recipient: the degree of his culture and desire for change must be determined, with emphasis on his health need.

4. The means of education: the means of communication used to spread health information vary, and its include:

✓ Audio media such as lectures, seminars, and conferences.



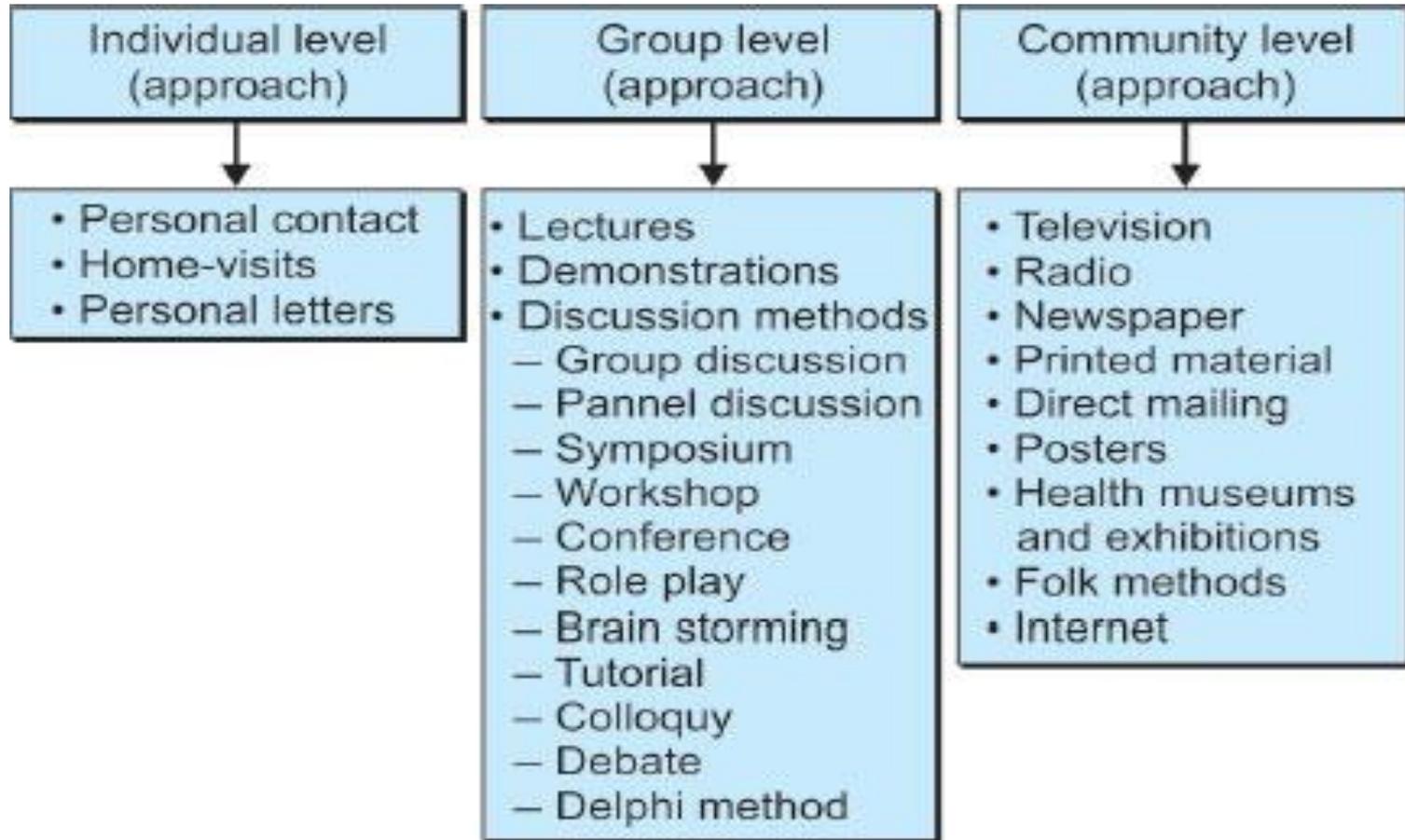
✓ Readable media such as brochures, posters, and presentation slides.



✓ Audio-visual means such as television, video films, and CDs.



Methods of health education



1-Individual method

- This method involves **person to person** or face to face communication which provides maximum opportunity of **two way** flows of **ideas, knowledge and information.**



- **Interview:**

The interview is to **meet and talk** to each other and collect information and ideas.

Facial expression, gesture, body talk, eye contact, personal space, and other nonverbal forms should equally important as verbal responses.



- **Counseling:**

Counseling is the process of **encouraging** and **helping** an individual in identifying problem, exploring cause of problem and identify the way of its solution



2. Group Method:

Group method is the one of the method of health education which contains **homogeneous** nature of participants

► Some group methods of health education are:

- Mini lecture
- Demonstration
- Group discussion
- Seminar
- Workshop
- Symposium
- Role play



- **Mini lecture:**

- It is a group method of health education
- Health educator uses **verbal explanation** about particular topic in front of participants
- Health educator can use blackboard, LCD projector and can maintain **eye contact** and study non verbal response of participants
- Interaction should be maintain and feedback can be receive



- **Group Discussion:**

- A group is an aggregation of people interacting in a **face to face situation**. It is a two way communication where people learn by **exchanging their views** and **experiences**. This method is useful when the group have **common interest** and **similar problems**



- **Panel Discussion:**

- Panel discussion is one of the methods of group teaching.
- The panel members will be a group of experts normally **3 or 4 persons** who themselves enter into question and answer process regarding a specific topic of discussion.
- The health educator can manage to identify and bring the experts. He can work as a **coordinator** to introduce topic and the experts, and also help conduct the discussion.

- **Symposium:**
- A symposium is a **series of speeches** on a selected subject. each person or expert present an aspect of the subject briefly.
- In symposium, there is **no discussion** among the members but in the end, the audience may raise questions.
- The chairman makes **a comprehensive summary** at the end of the entire session.



- **Workshop:**
- To work and to learn from practical experience is the theme of workshop.
- It consists of a series of meeting with emphasis on individual work within a group with the help of consultants and resource personnel.
- The total workshop may be divided in to small group and each group will choose a chairman and recorder.



- **Seminar:**
- In seminar, several **expertise** from **different discipline** meet to deliberate on particular field.
- The members or participants of the seminar come together to **exchange views** on current problems or to share with others their own problems, experiences and new encounter experiments.



- **Role play:**
- It is one of the group method of health education to give a **simple, single and short** message to audience through **acting** out imaginary characteristics in the stage
- Role play not require written script, rehearsal, and specialized stage.



- **Mass Method:**
- Large number of **heterogeneous group** of people are participants of mass method of health education
- There is **no two way** communication in mass method of health education
- Health education methods which **diverse audience** at a time covers



- **Example of Mass Method are:**

1. Lecture

2. Exhibition:

- It is systematic and meaningful **display** of educational materials with an intention to educate **large number of people** within a **limited period** of time and at a particular place.
- Exhibition can sometimes be organized to provide health education to the community people.

The art of dealing with society

1. Respect the people you address
2. Be natural
3. Be honest
4. Strengthen your memory
5. Be understanding
6. Be a good listener
7. Be smile
8. Be gentle
9. Apologize for your mistake
10. For each article position



Thank
You