Health Education

Introduction to Community Dentistry
Objectives

• Communication elements

• Definition of Health Education (HE)

• Objectives of HE

• Components of HE
Definition of Health Education

- Health education is a process of transmission of health related information to the target group (audience).
- It is a process designed to promote health, prevent illness, cure disease and facilitate rehabilitation.
Objectives of Health Education.

- Provide knowledge and advice to achieve the optimum state of health
- Encourage the identification of community health problems and effect of HE for solving problems
- To help clients make effective decisions about their health
- Prevention of disease
- Changing malpractices
- Set models for health behavior for others
“The ability to express the idea is as important as the idea itself.”

Bernard M. Baruch
How to express your idea?

1- Use simple language
2- Use examples
3- Use Story telling
4- Pause every once in a while
5- Say only one thought or information in each sentence
Components of health education:

1. The educator
2. The message
3. The recipient
4. Methods of health education
5. Health education material
1. HEALTH EDUCATOR
Health Educator

Definition?

• Health worker concerned with helping people improve their health knowledge, skills, understand their health problems and choose the most appropriate solutions for their problems

• The person responsible for giving the message

• The duty of every one engaged in community development programs:
  • Medical personnel and those working in primary health care
  • School personnel, social workers
  • Family and parents at home.
  • Community leaders and influential personnel
Requirements of the **health educator**:

- Motivated.
- Expert about topic & target group.
- Adequately Trained.
- Popular & of influential personality.
- Good model for healthy behavior.
2. MESSAGES
Requirements of the Health Education Messages:

- Address the major health problems.
- Contain single topic.
- Action oriented.
- Motive & believable.
- Simple, clear & easily understood.
- Socially, religiously & culturally accepted.
A) HE directed to individual(s)

• Counseling is a process used to help people to take a favorable decision.

• One approach most frequently used in HE to help individuals and families to make decisions related to behavior e.g. fertility control.

• Counselors never try to persuade people to accept their advice; they help people think about all factors related to their problems and encourage them to choose the best solution.

• Opportunities for counseling include: attendants to medical centers, outpatient clinics, or pupils in schools... etc.
B) HE directed to Groups:

- **Informal groups** e.g. Mall
  - People do not know each other, no goal or plan and no special activity.

- **Formal groups** e.g. Pregnant mothers
  - People have certain goal or purpose, they have goals and special leader.
Communities are people who share common interests.

Similar background, history, common values and accept certain forms of behavior as normal.

Importance and indications of community health education:

- A problem affecting many or all people in the community and need the cooperation of everyone.
- Emergencies e.g. epidemics.
- When a problem requires pooling of resources and efforts.
The following steps should be carried out in developing health education activities at community level

• Get support from **key people** and **opinion leaders** in the community
• Make sure that members of the community are **informed** about the problem
• Involve as many as possible so that the community strengthens its capacity to promote its health
• Opinion leader should share in communicating the health education messages to the public
• The **community organizations** could ply a role in communicating the health education messages
3. Recipient

Recipient or learner:

• Individual at any stage or condition
• Patient
• Family
• Community
• Smokers,
• Pregnant women
4. METHODS OF HE AND MEDIA
Methods of Health Education and Media

- A method is defined as the way in which education is carried out.

- There are two ways:
  - One way method
  - Two way method
Methods of Health Education and Media

- **One way methods**: the flow of information is one way only from the educator to the learner, eg: lecture, film, videotape, book.

- **Two way methods**: there is two way flow of communication, allowing feedback, eg: group discussion, workshop, Symposium.
Mass Media

• The process of education involves different media to establish communication between the educator and the person who is being educated

Eg: TV, Radio, newspaper, magazine ....
5. HEALTH EDUCATION MATERIALS
Health Education Materials

• Materials must include correct statements, and designed to attract the audience’s attention and to be remembered.
• Should be pre-tested with few participants – ensure the message is understood, culturally relevant and memorable.
• Pre-testing can save time and money - correct mistakes before materials are produced or distributed.
Materials used in Health Education

• Black board and chalk: (White board-magnetic board .... etc).

• Audiovisual aids:
  – Written materials (leaflets and handouts, brochures).
  – Photographs, flipchart, and graphs
  – Posters and charts
  – Lectures
  – Slides and films

• Local and traditional materials e.g. plays, songs, art, puppet show etc.
To be a good health educator

• Talk, write & present clearly & simply
• Use good acceptable language
• Education materials should be simple & self explained
• Start from simple to more complicated knowledge
• Start from known to unknown knowledge
• Use AV aids
• Give a chance for the receiver to be a sender
• Be democratic