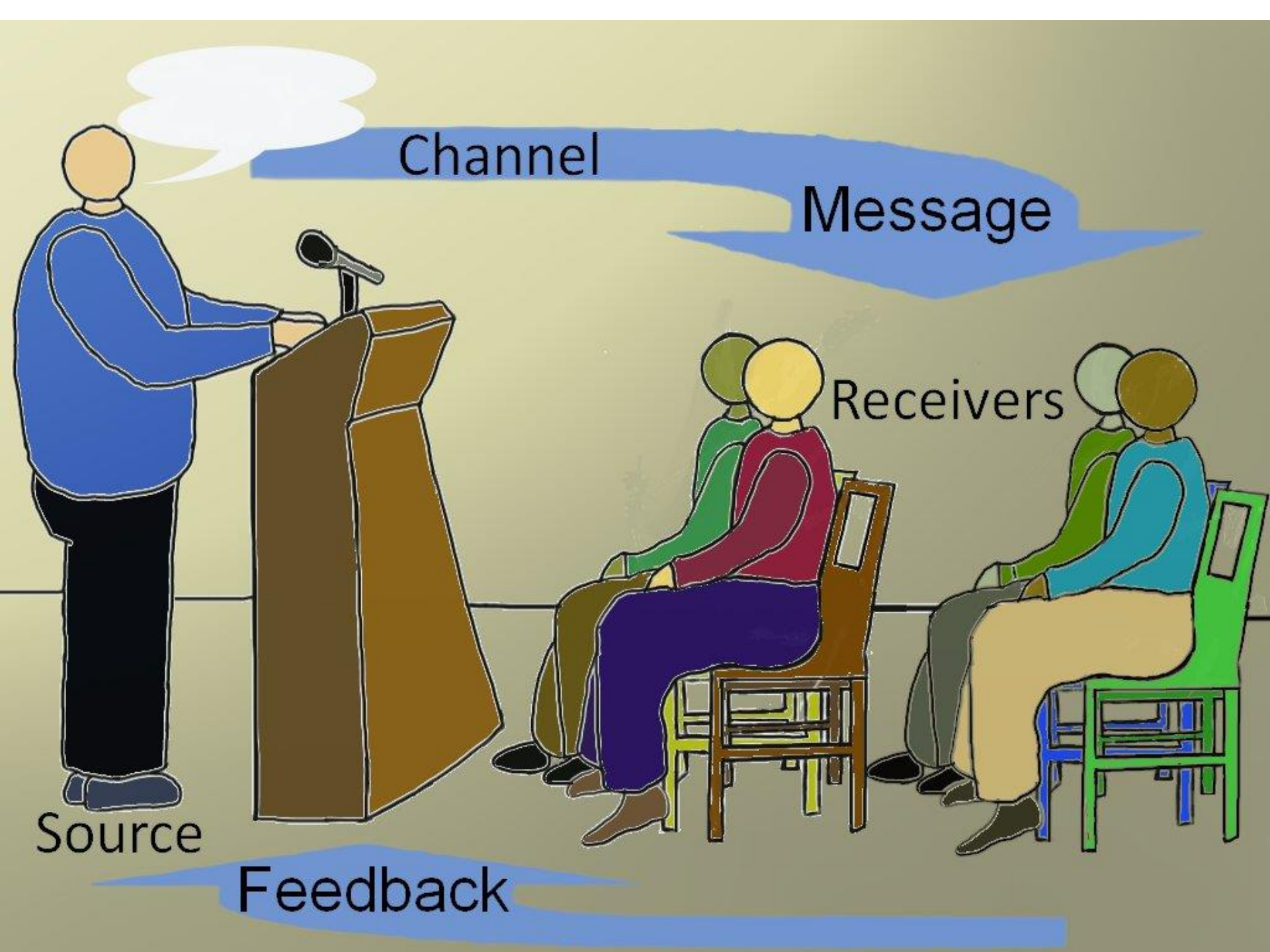


Health Education

Introduction to Community Dentistry

Objectives

- Communication elements
- Definition of Health Education (HE)
- Objectives of HE
- Components of HE





DENTAL EDUCATION



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

Speaking

“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.

C) Health Education to Communities

- 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 play 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

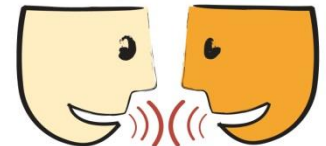
Methods of Health Education and Media

➤ **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