Health Education

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Definition:

- HE is any combination of learning experiences designed to *predispose, enable and reinforce* voluntary adaptations of individual or collective behavior conductive to health.
Definition:

HE is a process that **informs**, **motives** and **helps** people to **adopt and maintain** healthy practices and lifestyle and **advocates** environmental changes as needed to facilitate this goal and **conducts** professional training to the same end.
Objectives:

1. Informing people.
2. Motivating people.
3. Guiding into action.
Components of health education

- **Educator**: has especial purpose needed to achieve.
- **Recipient**: either individual or group of individuals.
- **Message**: the idea or information prepared in special method.
- **Channel** used by the educator. It differs according to the message and its contents.
**Stages:**

1. Stage of awareness.
2. Stage of interest.
3. Stage of evaluation.
4. Stage of trial.
5. Stage of adoption.
Stages of behavioral change

ما قبل المعرفة  
Pre-contemplation

مرحلة المعرفة  
Contemplation

التهيؤ  
Preparation

الفعل والتنفيذ  
Action

تأكيد استمرارية الفعل  
Maintenance
Different patterns as applied to Family planning

- Have yet to Hear about family planning
- Have heard but now Needs to be Informed
- Now needs to be Convinced
- Need to be triggered or encouraged to Decide to do something about family planning
- Need to be encouraged to Maintain their family Planning behaviour
- Have acted and now Need to have action Re-confirmed
- Need to be prompted to Act
Methods of health education:

1. Methods of giving information.
3. Methods of confidence.
4. Methods of learning and training.
Methods of giving information:

- Radio.
- TV.
- Telephone.
- E-mail
- Lectures.
- Newspaper.
- Posters.
- Books.
- Booklets.
- Social media.
Methods of conversation:

- Individual meeting.
- Counseling.
- Role playing.
Methods of confidence:

- Counseling.
- Discussion in group.
- Role playing.
Methods of learning and training:

- Models.
- Learning by doing.
Methods of health education:

- Direct methods:
  - Face to face method.
  - Community organization.

- Indirect method:
  - Mass media.
Figure 144: Blocks to communication.
Before planning a health education program we must do:

- Social diagnosis.
- Epidemiological diagnosis.
- Behavioral diagnosis.
- Educational diagnosis.
- Administrative diagnosis.

This is called **PRECEDE** model

Predisposing, Reinforcing and Enabling Constructs in Educational Diagnosis and Evaluation.
PROCEED model

Policy, Regulatory and Organizational Constructs in Educational and Environmental Development.
Factors affecting behavior change:

**Leading factors**
- Knowledge
- Attitude
- Behavior
- Beliefs
- Ethics
- Habits
- Self-confidence

**Motivating factors**
- Available resources
- Accessibility to services
- Skilled health worker
- Policies, laws and regulations

**Supporting factors**
- Family, friends
- Neighbors
- Doctors
- Nurses
- Community leaders
Principles of Health Education:

- Interest.
- Participation.
- Education should start from the known and lead the people to the unknown.
- Comprehension.
- Reinforcement or repetition of information.
- Motivation.
- Learning by doing.
- Soil, seed and sower.
- Good human relationship.
- Leaders.
Elements of health education:

- Sound health habits.
- Personal hygiene.
- Healthful lifestyle.
- Nutrition education.
- Sex education.
- Patient education.
Scheduling of health education:

- Topic.
- Educator (s).
- Recipient (s).
- Time.
- Site.
- Frequency.
THANK YOU

Prof. El-Olemy