

Definitions

- Providing information and teaching people how to behave safely and in a manner that promotes and maintains their health.
- A continuing process of informing people how to achieve and maintain good health; of motivating them to do so; and of promoting environmental and lifestyle changes to facilitate their objective. The education of health behaviors that bring an individual to a state of health awareness.

Alma Ata Declaration (1978)

“ HE a process aimed at encouraging people to want to be healthy, to do what they can individually & collectively to maintain health, and to seek help when needed ”

AIMS & OBJECTIVES

- to encourage people to adopt and sustain health promoting lifestyle and practices.
- To promote the proper use of health services available to them.
- To arouse interest, provide new knowledge, improve skills and change attitudes in making rational decision to solve their own problems ; and
- To stimulate individual and community-reliance and participation to achieve health development.

Principles of health education

HE brings together the art and science of medicine, & the principles and practice of general education.

Credibility: it is the degree by which the message to be communicated is perceived as trustworthy by the receiver.

Interest: it is a psychological principle that people are unlikely to listen to those things which are not to their interest.

Participation: HE should aim at encouraging people to work actively with health workers & others in identifying their own health problems & also in developing solutions & plans to work them out.

Motivation: it is an important factor & it is contagious.

Comprehension: in HE we should always communicate in the language people understand, never use strange or new words.

- **reinforcement:**if the message is repeated in different ways, people are more likely to remember it.**Learning by doing:** learning is an action- process not a memorizing one.
- **Known to unknown:** starting with what people understand and then proceed to unknown knowledge.**Setting an example.**
- **Good human relations:** sharing of ideas information's and feelings.
- **Feedback:** to modifies elements of the system (message, channels).**Leaders.**

Contents of health education

The scope of HE covers every aspect of family and community health, it's divided into:

Human biology: i.e., how to keep physically fit, the effects of alcohol, smoking & drug on the body.

Nutrition: the aim is to promote good dietary habits.

Hygiene: personal and environmental.

Family health: HE promote the family's self reliance regarding i.e., child bearing & rearing.

- **Disease prevention and control:** education of people about the prevention & control of locally endemic diseases is the first of eight essential activities in PHC.
- **Mental health.**
- **Prevention of accidents**
- **.Use of health services.**

- **Practice of health education**

Educational material should be designed to focus attention to provide new knowledge, to facilitate interpersonal & group discussion.

- **Audiovisual aids:**Auditory aids (radio, microphones)

- **Visual aids** (chalk-board, leaflets, models & projection slides). Combined A V aids (television, cinema).

Methods in health communication

- **Planning & management**
- The specifics of a health education strategy in a local community have to be formulated in accordance with its socio-cultural, psycho-social, political, economic & situational characteristics.
- **HE planning follows the main steps in scientific planning:**
- Collecting information on specific problems as seen by the community. Identification of the problem.
- Deciding on priorities.

- **Setting goals & measurable objectives.**
- **Assessment of resources.**
- **Consideration of possible solutions.**
- **Preparation of a plan of action:**
- **Implementing the plan.**
- **Monitoring & evaluating the degree to which stated objectives have been achieved.**
- **Reassessment of the process of planning.**

Administration & organization

Governments have a responsibility for assisting & guiding the health education of the general public.

A new division (HE & health promotion) has been established by the WHO its called division of public information & public relations.

Finally. HE is a complex activity in which different individuals & organizations play apart. Among them are parents, teachers, friends, physicians, nurses, health workers, & various organizations governmental & non governmental.