

Health Education

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Few slides were adapted from Prof Ronda's
lectur(thanks)

The outline of the presentation are:

1. **Define** "health education" and state its aims
2. **Explain** the role of health education in relation to the stage of disease prevention
3. **Identify** the factors that influence human behavior
4. **Discuss** the factors that contribute to behavior change
5. **Define** learning and identify the domains of learning
6. **Outline** the Health Belief Model of behavior change
7. Describe the **trans-theoretical model** of stages of motivation
8. List the direct and indirect methods of communicating health messages
9. State the strength and limitation of each method of communicating health messages
10. State the types and values of audiovisual aids in facilitating the transfer of health message



Definition

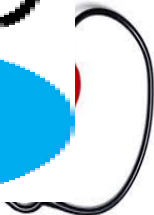
Health education is defined as "designed combination of learning methods to facilitate voluntary adaptation of behavior conducive to health".



Definition cont' ed

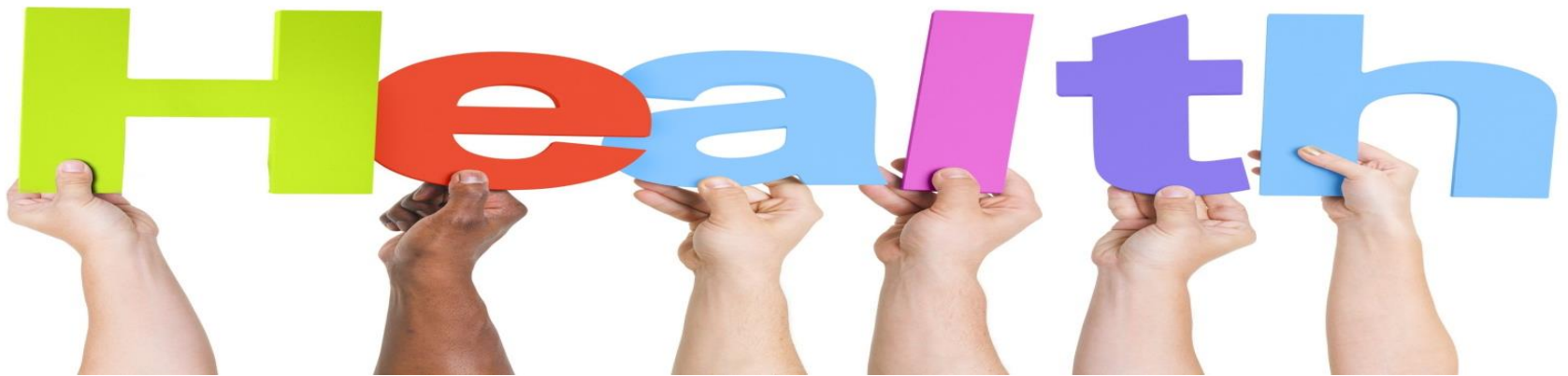
Health education is defined by WHO “any combination ▶
of learning experiences to help individuals and
communities improve their health by increasing their
knowledge, influencing their attitudes .

Move More, Eat Healthy



Meaning

Heath: defines by WHO of complete physical, mental and social being and not merely the absence of disease or infirmly



Meaning...cont'ed

Health literacy : defines by WHO” of complete physical, mental and social being and not merely the absence of disease or infirmly”



Health Literacy



Meaning...cont'ed



Knowledge a intellectual acquaintance with facts truth or principles by sights experience or report , it's the collection &storage of info, or experience.



Attitude :Manner, disposition , ATTITUDE , position toward a person or thing .

Skill: the ability to do something well talent training or practice



Meaning...cont'ed

Belief :

- ✓ is a conviction that a phenomenon or object is true or real.
- ✓ Beliefs deal with people's understanding of themselves
- ✓ and their environment. People usually do not know whether what they believe is true or false.



Meaning...cont'ed

values

- ✓ are **broad ideas** and widely held assumptions
- ✓ regarding what are desirable, correct and good that most members of a society **share**.
- ✓ Values are so general & which behaviors are
- ✓ acceptable and which are not. Instead, values provide us with criteria and conceptions by which we evaluate people, objects, & events as their relative worth, merit, beauty or morality

Meaning...cont'ed

Behaviour change communication

□ is a process of working with **individuals** ,**families** and **communities** through different **communication channels**

□To **promote positive** health behaviours

□and support an environment that enable the community to **maintain positive behaviours taken on**



Aims Of Health Education

1. Make people **value** their own health
2. Take the initiative to **attain and keep** positive health
3. Understand and practice **healthy habits**
4. Interrupt a behavioral pattern that heightened the **risk** of **disease, injury**, disability or death
5. Utilize the available health services



Health Education Principles and Concepts



Health Education At Different Levels Of Prevention

LEVEL OF PREVENTION •

GOAL OF HEALTH EDUCATION •

Primordial prevention

Promote health by reinforcing healthy practices

Primary prevention

Prevent ill-health, maintain the highest level of health & improve the quality of life

✓ Immunization, Healthy diet ,
PA, breast feeding

Secondary revention....screening

Understand health behavior underlying the ailments and means of behavioral changes to prevent further deterioration of health or restoration of health

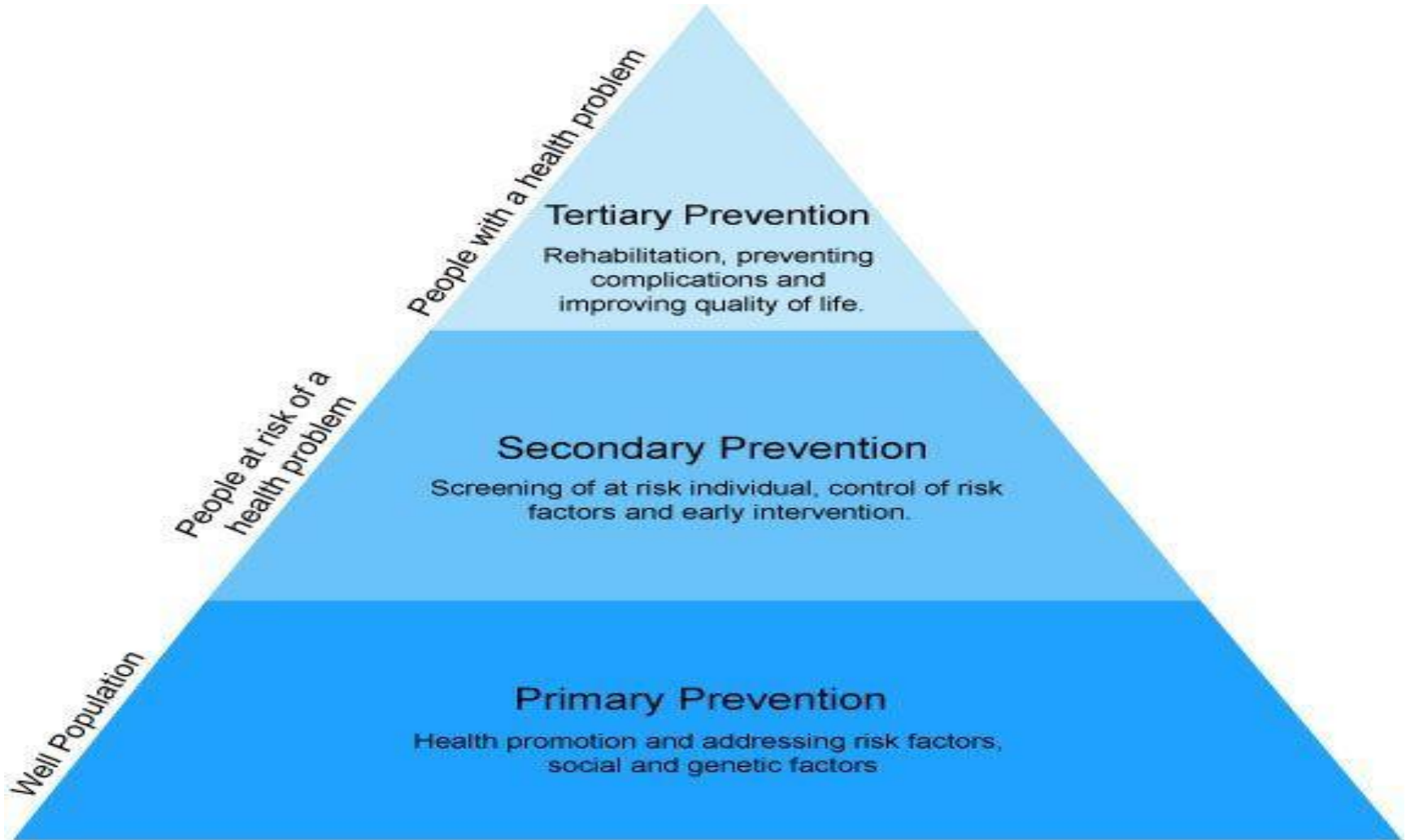
tertiary prevention.....limit comp, disability

Make the most of the remaining potential for healthy living.

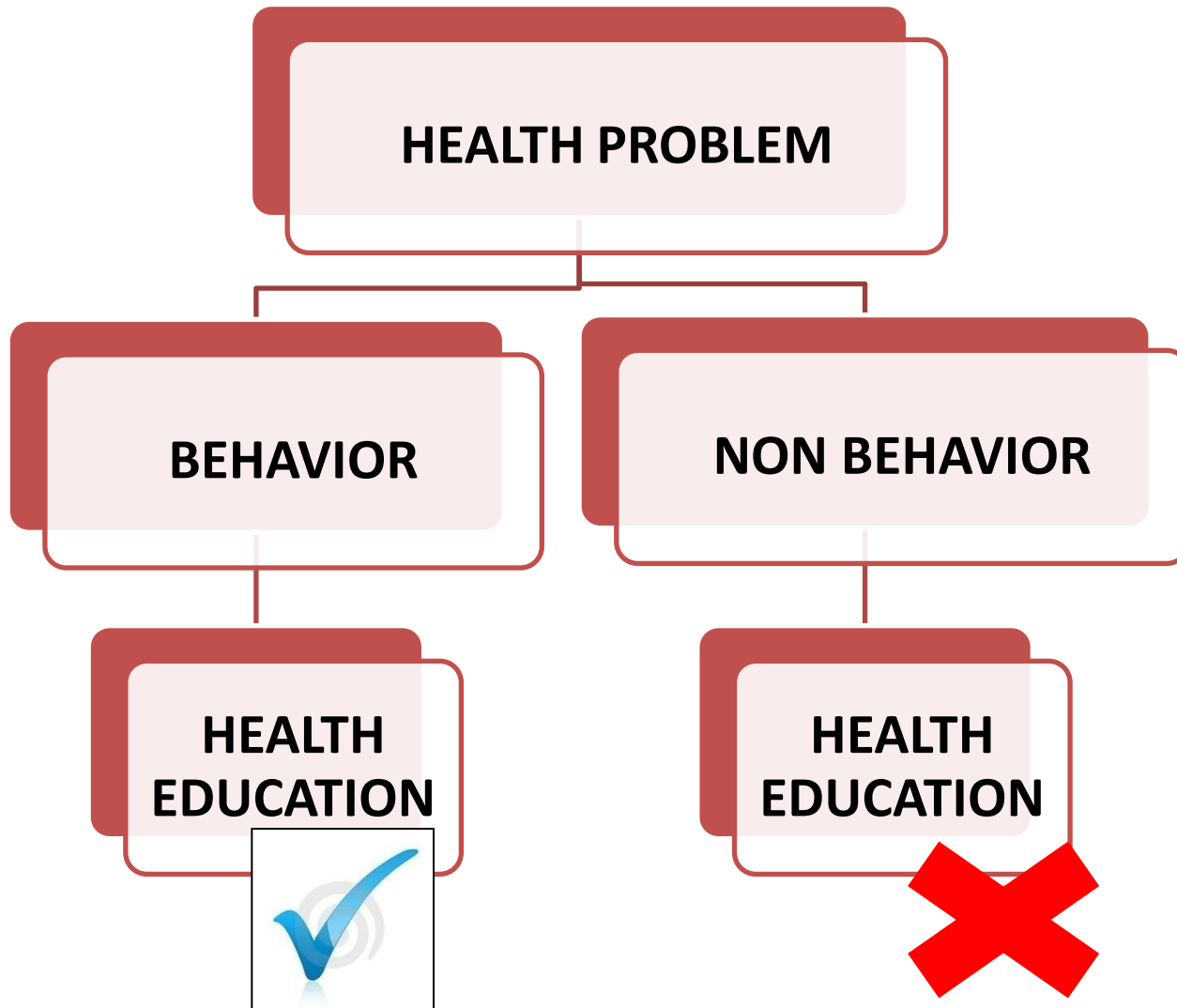
What is prevention

- ❑ is defined as the planning for and the measures taken to prevent the onset of a disease or other health problem before the
- ❑ occurrence of undesirable health events. There are three distinct:
- ❑ levels of prevention: primary, secondary, tertiary prevention.

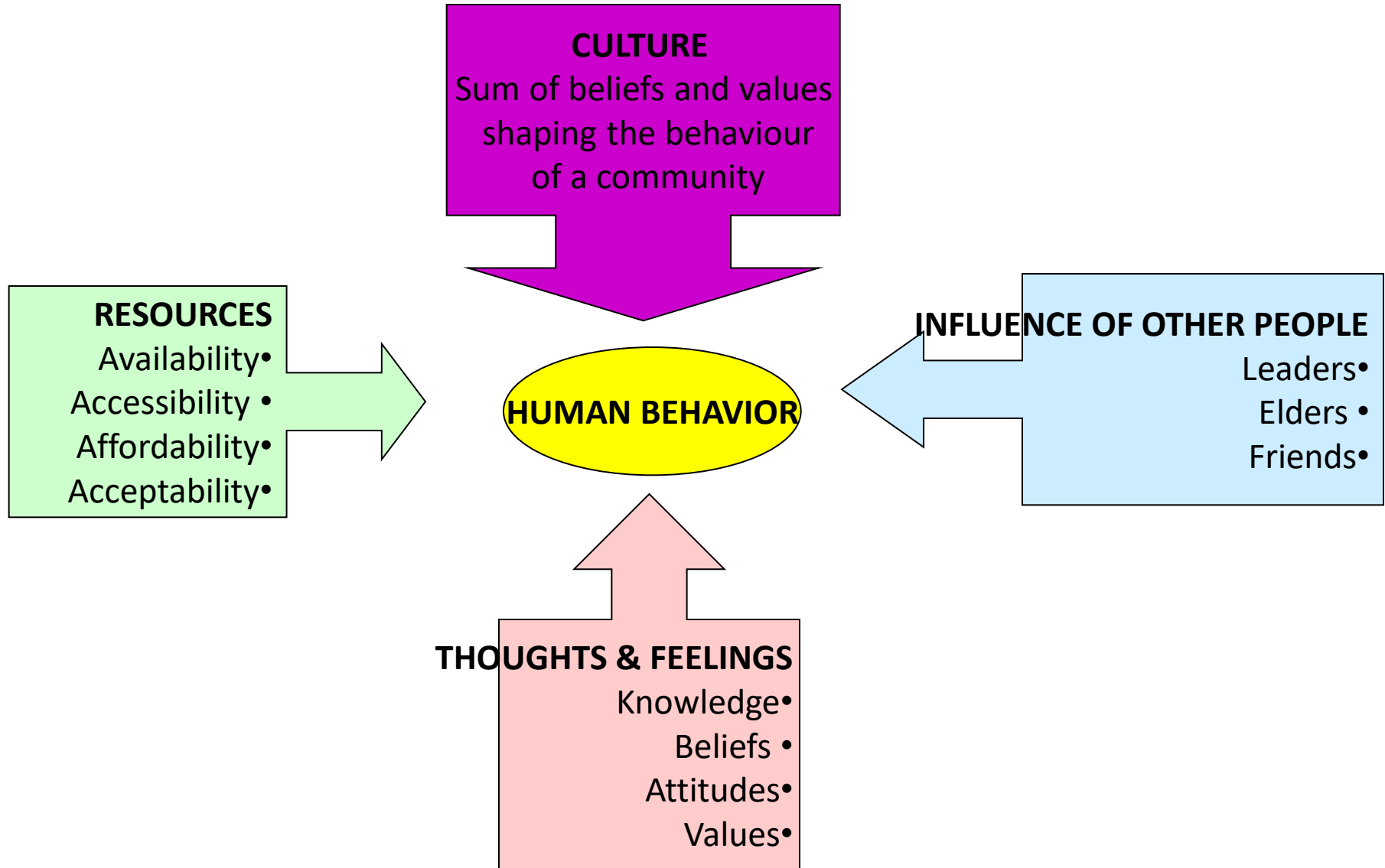
Types of preventions approaches



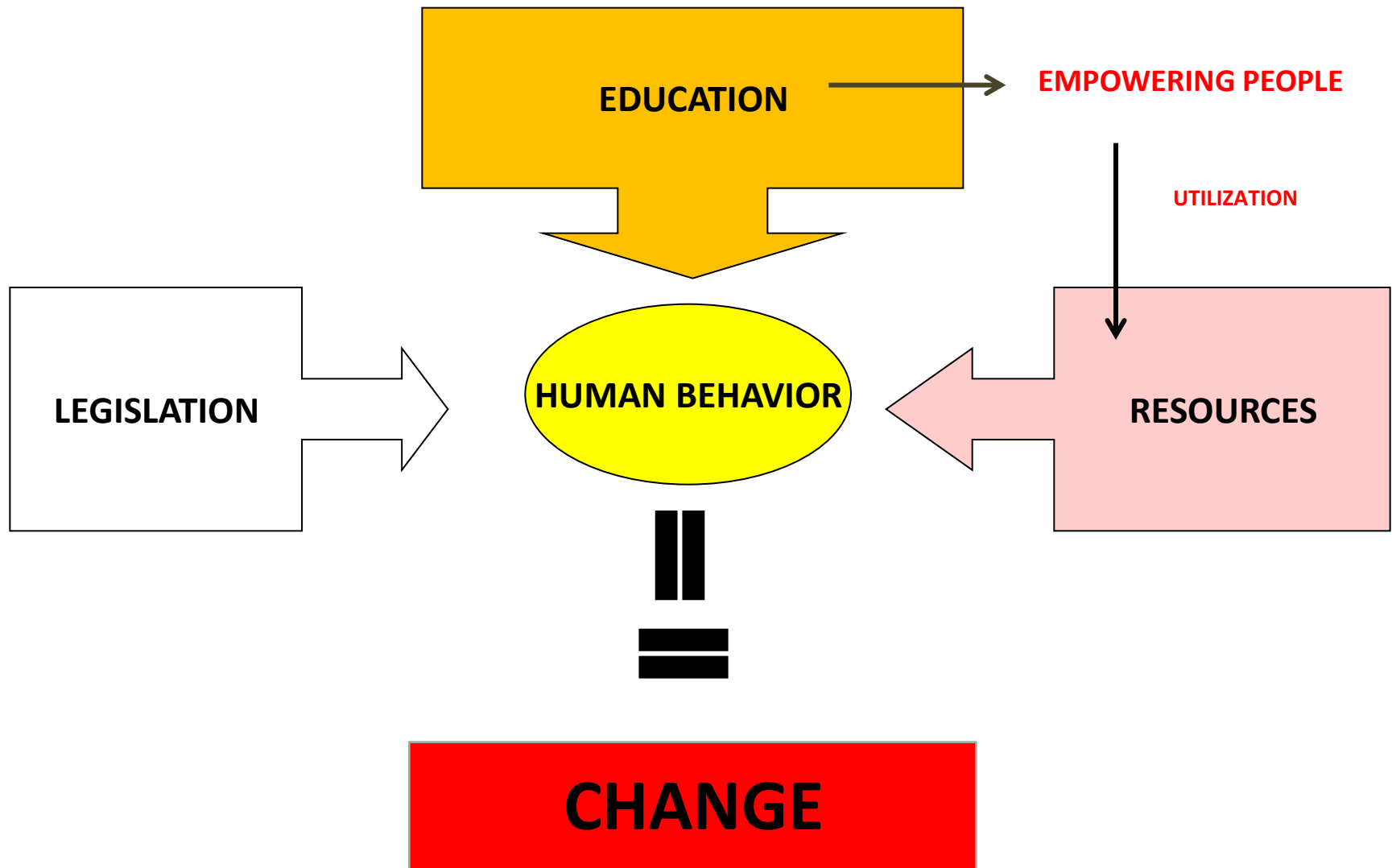
Underlying Cause Of A Health Problem



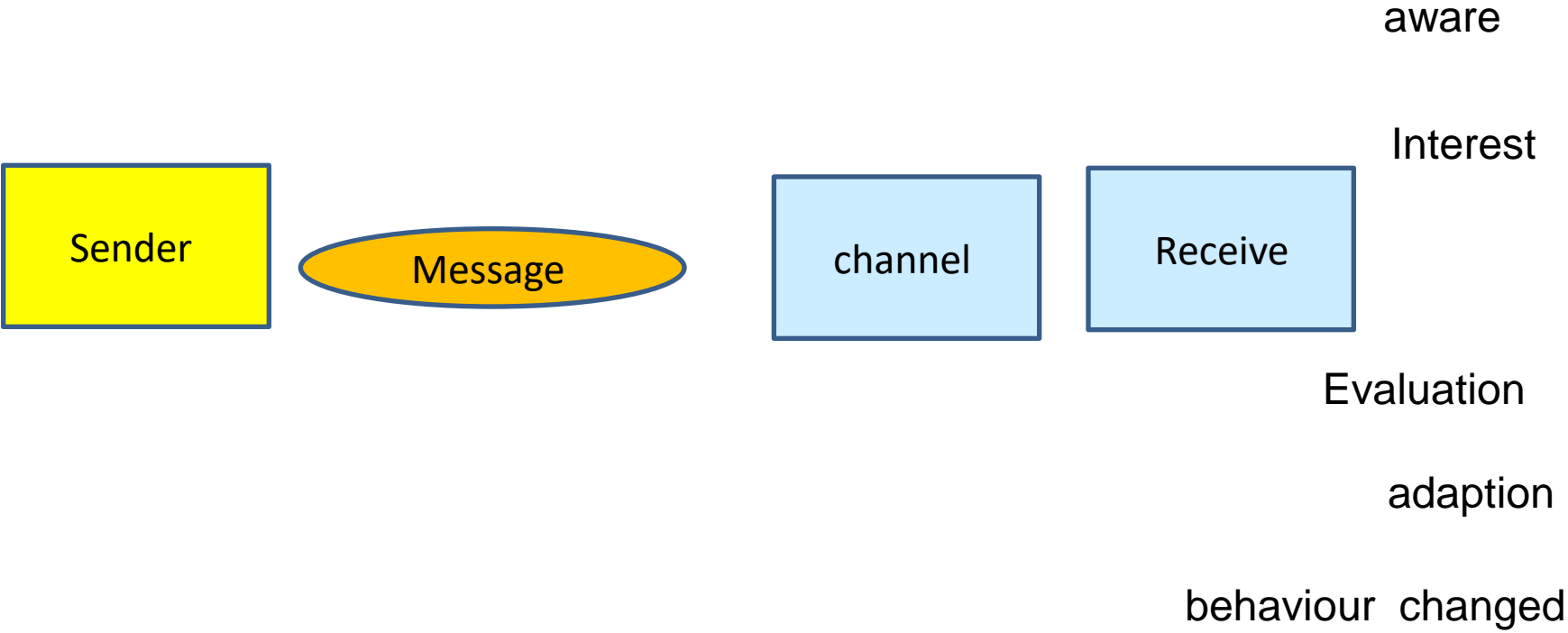
Factors Influencing Human Behavior



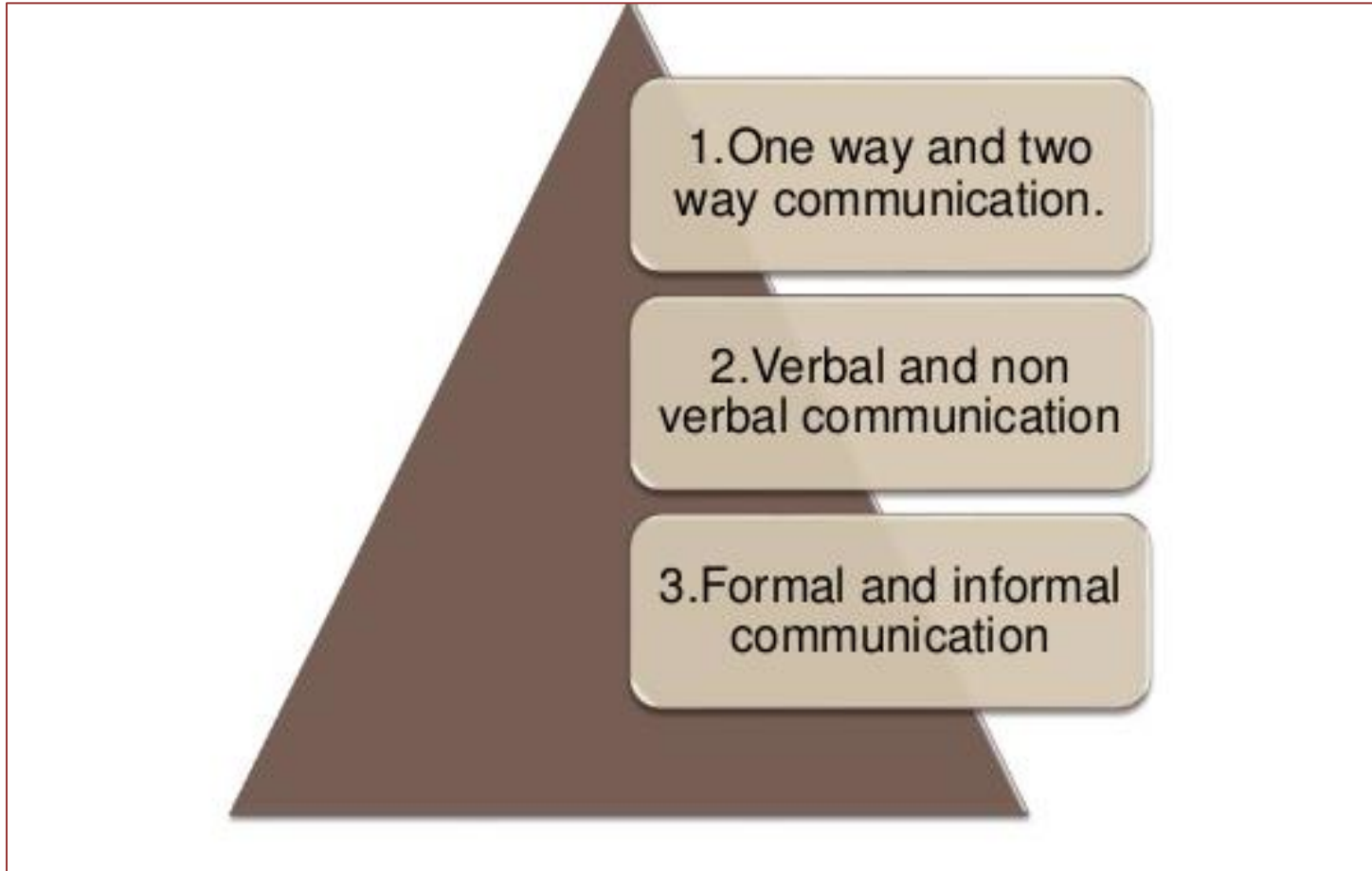
Changing Human Behavior



Health education communication



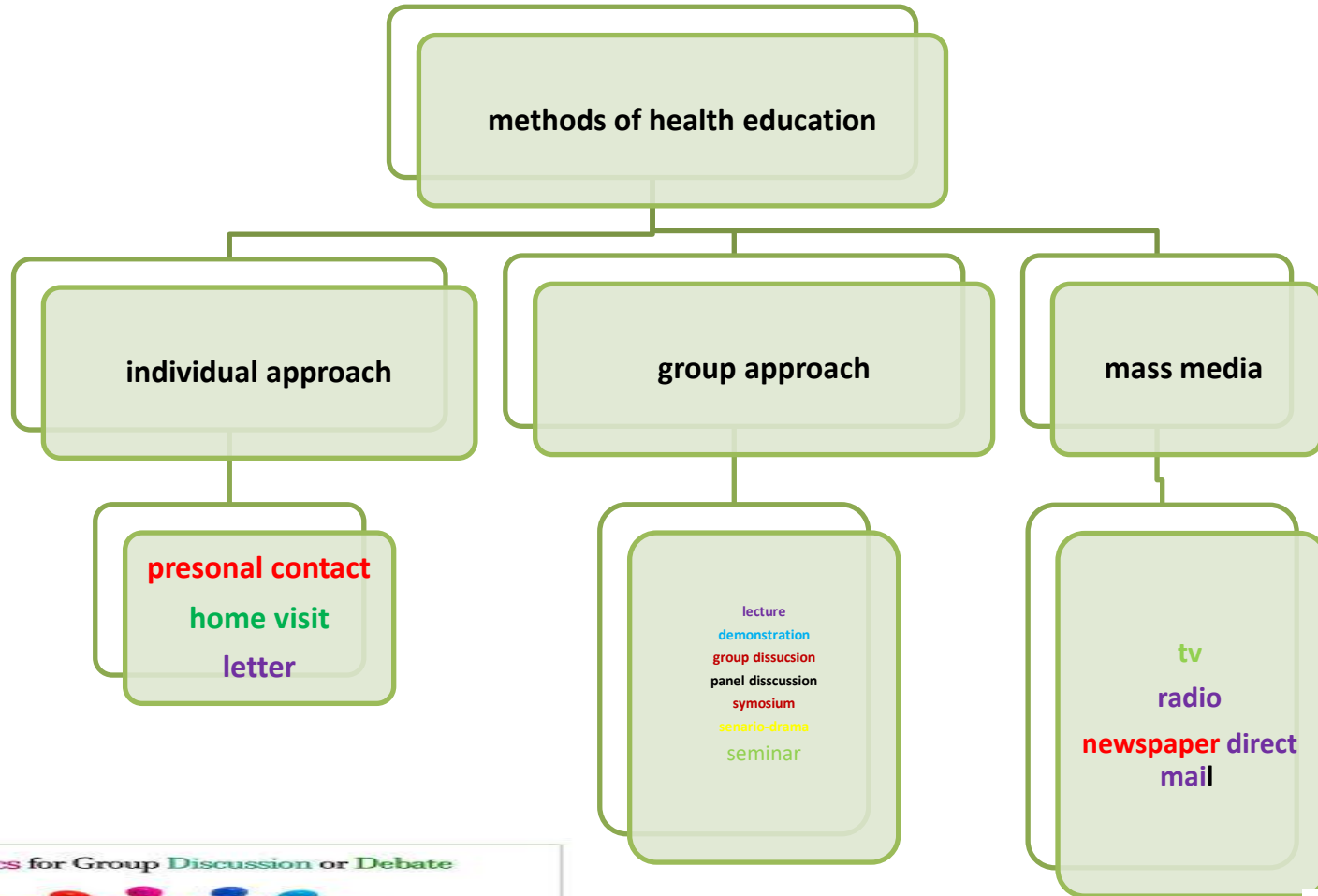
Types of communications



Barriers to communication

- 🌸 Psychological.....sad
- 🌸 Physiologicaldef
- 🌸 Environmentalnoisy background
- 🌸 Culturalhealth literate

Methods of health communication



Topics for Group Discussion or Debate



LEARNING

LEARNING ----- KNOW – FEEL – DO

"Change of behavior brought about by experience, insight, perception or a combination of the three, which causes the individual to approach future situation differently".



KNOW



THINK



FEEL



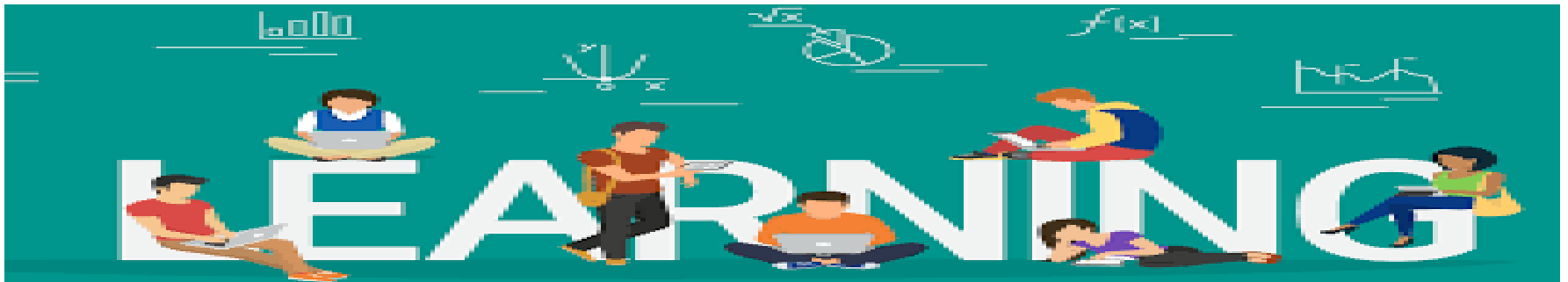
DO

LEARNING ----- KNOW – FEEL – DO

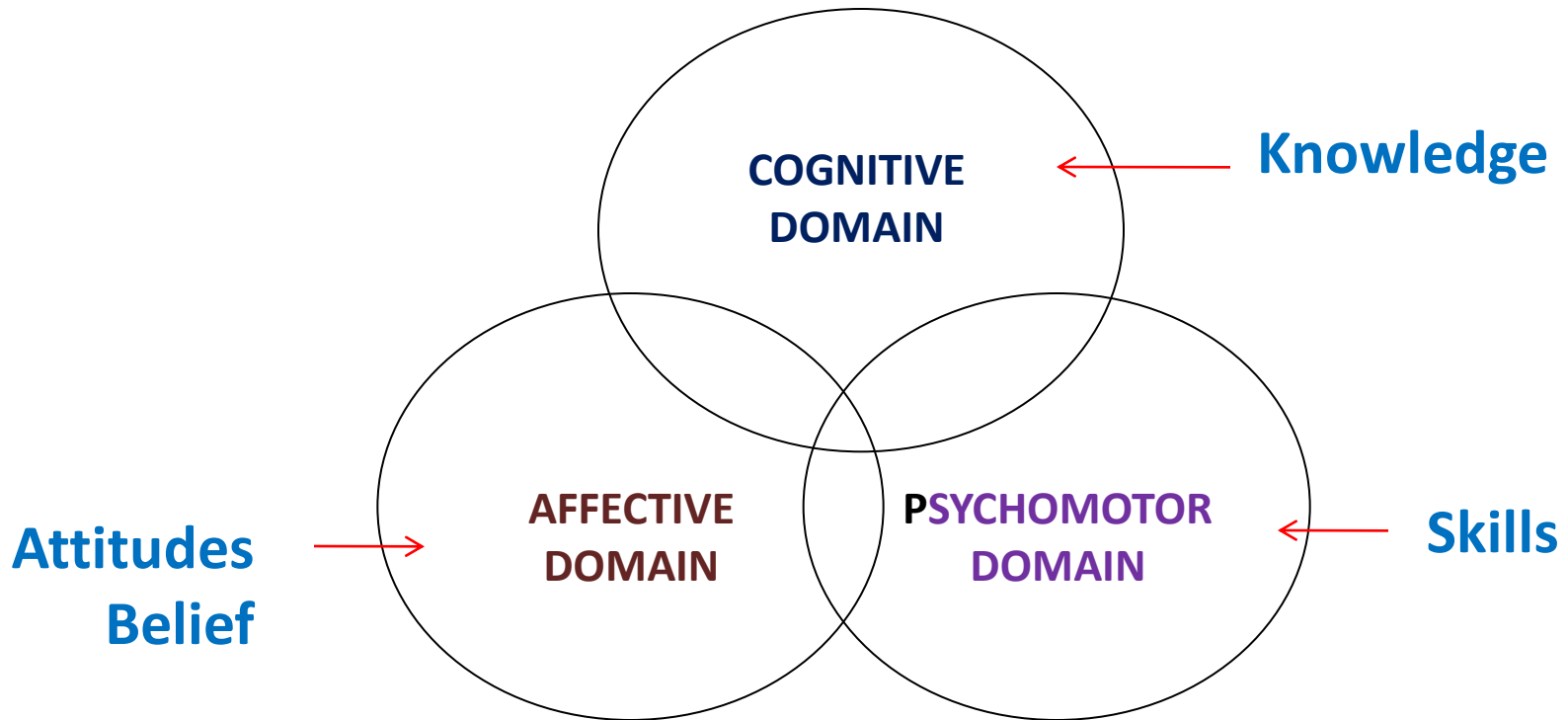
Learning is an ACTIVE PROCESS

Learning is stimulated by a NEED

Learning is demonstrated by a CHANGE IN BEHAVIOR



DOMAINS OF LEARNING



TEACHING ----- TEACHING ENABLE LEARNING

FORMAL = PLANNED

INFORMAL = NOT PLANNED

TEACHING ACTIVITIES

- ✓ *Giving information*
- ✓ *Clarify thinking*
- ✓ *Identifying options*
- ✓ *Develop new skills*

TEACHing

LEARNing



What should I
teach?

What should my
students **be able to**
do with what they
learn?

**Educational
Literacy**

Variables In The Behavior Change

Knowledge An intellectual acquaintance with facts, truth, or principles gained by sight, experience, or report.



Values Ideas, ideals, customs that arouse an emotional response for or against a thing or a behavior.



Beliefs Acceptance of or confidence in an alleged fact or body of facts as true or right without positive knowledge or proof; perceived truth.



Variables In The Behavior Change

Attitudes

Manner, disposition, feeling, or position toward a person or thing.

Perceptions

Ascribing meanings to sensory or cortical activity in such a way that the activity comes to acquire symbolic function.

Skills

The ability to do something well, arising from talent, training, or practice.

Self-efficacy

The internal condition of experiencing competence to perform desired tasks which will influence the eventual outcome.

The Health Belief Model For Behavior Change

The model postulates

1. Health behavior of all kind is related to a general health belief that one is susceptible to a health problem (**Perceived susceptibility**)
2. Health problems have undesirable consequences (**Perceived seriousness or severity**)
3. Health problems and their consequences are preventable.
4. If health problems are to be overcome, barriers have to be overcome

Predisposing, Enabling And Reinforcing Factors In The Education Process

Predisposing Factors

- Characteristics of a person or population that motivate a behavior change
- Predisposing factors are knowledge, beliefs, values and attitudes

Enabling factors

- Characteristics of the environment and individuals that facilitate action to attain a specific behavior
- Enabling factors are health services (available, accessible, affordable), skills and legislations

Reinforcing factors

- It determines the continuity (maintenance) of the new behavior
- Reinforcing factors are rewards (experienced or anticipated) of the new behavior

MAINTAINING A HEALTH-RISKY BEHAVIOR

REASONS

1. Lack of **knowledge** of the health risk
2. Modified **perception** of risk
3. Low **self efficacy** to change

Transtheoretical Model: Stages Of Motivation

Stages related to individual's motivation

Pre-contemplation No interest or consideration for behavior change
(denial, ignorance, demoralization)

Contemplation Thinking about making a change

Preparation Person's imagining himself with different behavior

Action Making specific changes

Maintenance New behavior becomes a life long pattern

The Transtheoretical Model should be viewed as cyclic rather than a straight line.

METHODS OF HEALTH EDUCATION



who is responsible for health education

- Everyone engaged in :
 - health (healthcare providers)
 - Community development activities
 - Health care providers , treat disease , educate
- Medication alone will not solve the health problem ,pt must know the disease ;s causes
- Health educators

References

<http://www.emro.who.int/entity/health-education/index.html>

http://applications.emro.who.int/dsaf/EMRP_UB_2012_EN_1362.pdf?ua=1

<https://starfleetmedical.files.wordpress.com/2015/01/health-education-lecture-notes-from-the-carter-center-2004.pdf>

A photograph of a brown cardboard envelope and a matching card. The card is placed on top of the envelope and features the words "thank you!" printed in a large, bold, black, sans-serif font. The background is a light-colored, marbled surface.

**thank
you!**