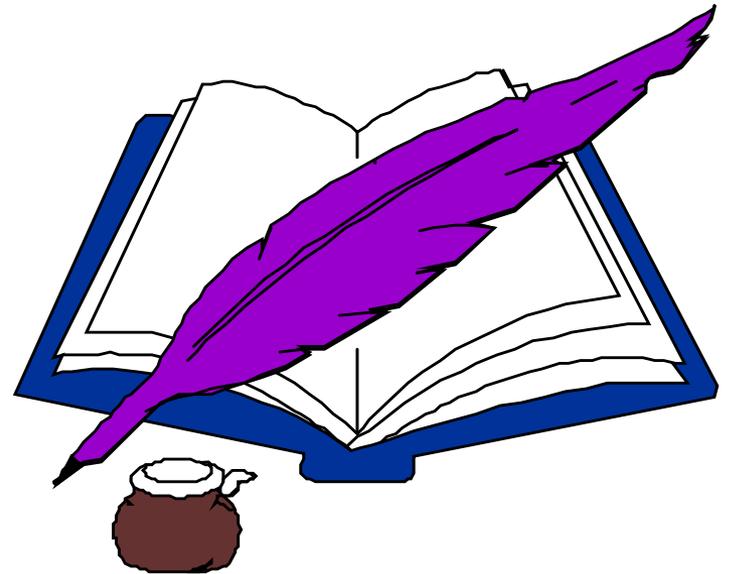


HEALTH EDUCATION

Prof. Faten Rabie



Objectives

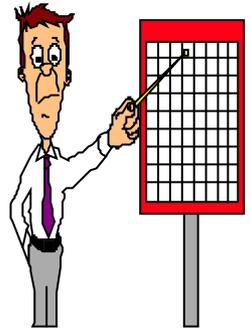
- Define and understand Health education & communication process
- Understand the principles & contents of Health education
- List and overcome the filters/barriers in a communication process
- Practice active listening
- Tips to improve verbal and non verbal communication

Definition of health education:

“Health education is the process by which individuals and group of people learn to “:

- Promote
- Maintain
- Restore health.

“Education for health begins with people to improve their living conditions”.



AIMS OF HEALTH EDUCATION:

1. To develop a sense of responsibility for health conditions, as individuals, as members of families & communities.

(Promotion, prevention of disease & early diagnosis and management).

2. To promote and wisely use the available health services.

3. To be part of all education, and to continue throughout whole span of life.

Process of health education:

- Dissemination of scientific knowledge

(about how to promote and maintain health),

lead to changes in KAP related to such changes.

KAP Knowledge, attitude , practice



Steps for adopting new ideas & practices

- **AWARENESS** (Know about new ideas)
- **INTEREST** (Seeks more details)
- **EVALUATION**
(Advantages versus disadvantages + testing usefulness)
- **TRIAL** (Decision put into practice)
- **ADOPTION** (person feels new idea is good and adopts it)

CONTENTS OF HEALTH EDUCATION:

- Nutrition
- Health habits
- Personal hygiene
- Safety rules
- Basic (K) of disease & preventive measures
- Mental health
- Proper use of health services
- Sex education
- Special education for groups (fd handlers, occupations, mothers, school health)
- Principles of healthy life style e.g. sleep, exercise



Principles of health education:

- Interest
- Participation
- Motivation
- Comprehension
- Proceeding from the known to the unknown
- Reinforcement through repetition
- Good human relations
- People, facts and media:

“knowledgeable, attractive , palatable & acceptable “.

Principles of health education:

- **Learning by doing:**
 - “ If I hear, I forget
If I see, I remember
If I do, I know”.
- **Motivation, i.e. awakening the desire to know and learn:**
 - **Primary motives**, e.g. inborn desires, hunger, sex.
 - **Secondary motives**, i.e. desires created by incentives such as praise, love, recognition, competition.

What is Communication

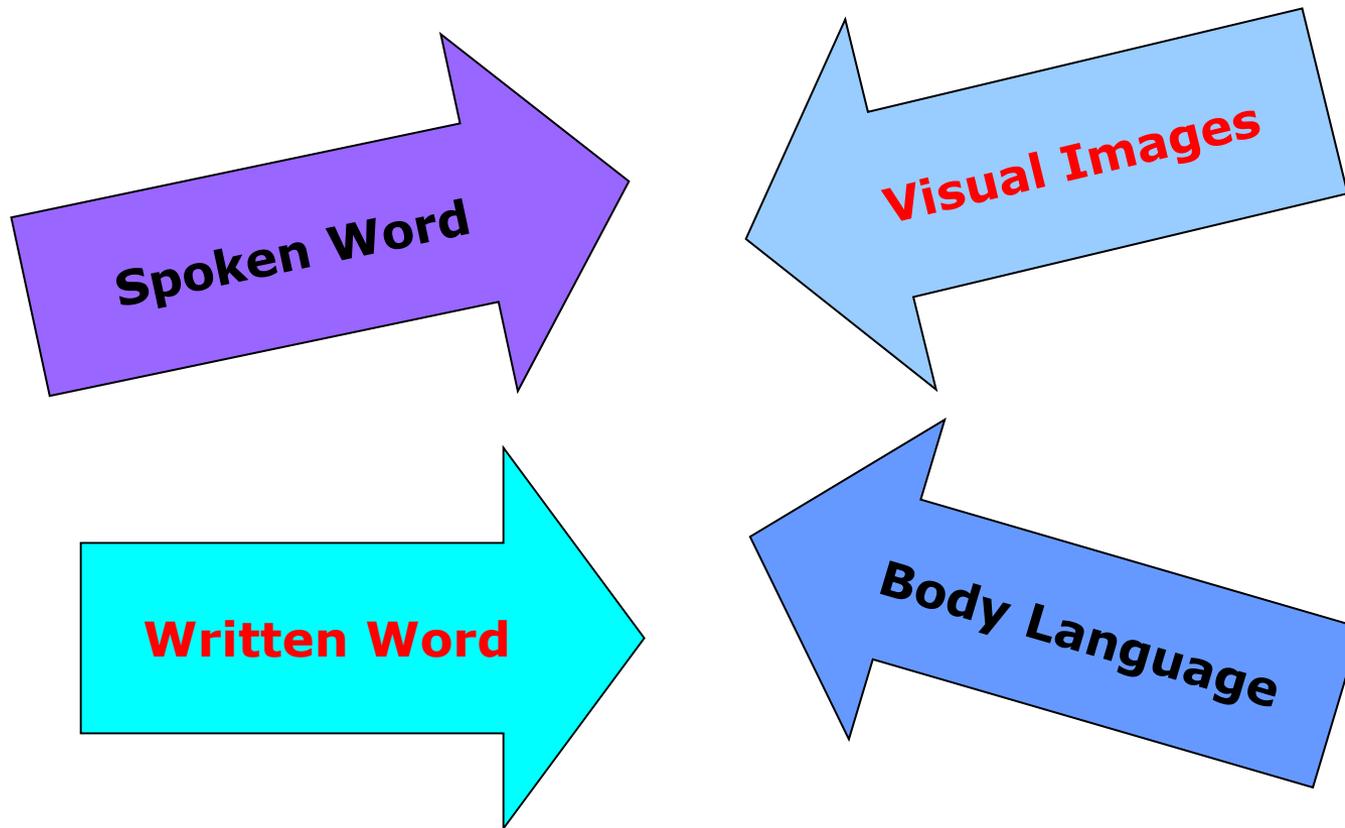
- **Communication is the art of transmitting information, ideas and attitudes from one person to another.**
- **Communication is the process of meaningful interaction among human beings.**

Communication

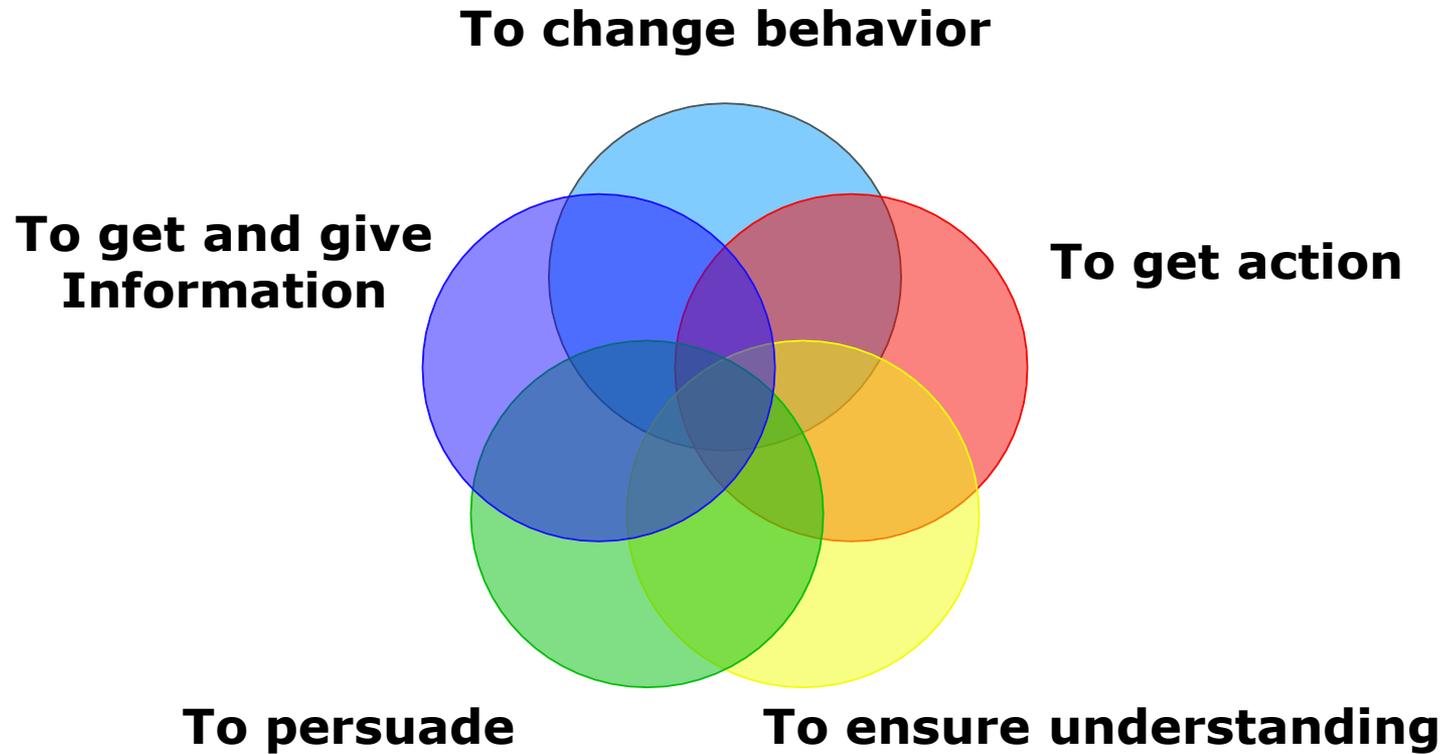
ITS ESSENCES :

- PERSONAL PROCESS
- OCCURS BETWEEN PEOPLE
- INVOLVES CHANGE IN BEHAVIOUR
- MEANS TO INFLUENCE OTHERS
- EXPRESSION OF THOUGHTS AND
- EMOTIONS THROUGH WORDS & ACTIONS.
- TOOLS FOR CONTROLLING AND MOTIVATING PEOPLE.
- IT IS A SOCIAL AND EMOTIONAL PROCESS

What are the most common ways we communicate?



Communication Goals

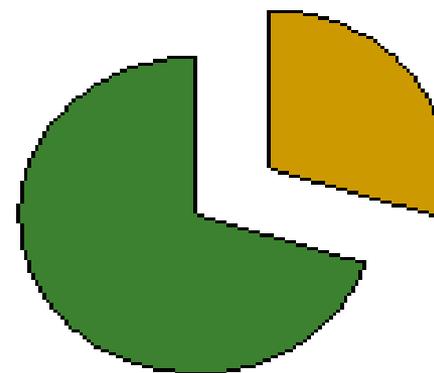


Source: CGAP Direct

Critical success factor for life

The majority of your
perceived ability comes from
how you communicate

70% How you
communicate it



30% What you know

Source: CGAP Direct

Levels of Communication

Downwards Communication : Highly Directive, from Senior to subordinates, to assign duties, give instructions, to inform to offer feedback, approval to highlight problems etc.

Upwards Communications : It is non directive in nature from down below, to give feedback, to inform about progress/problems, seeking approvals.

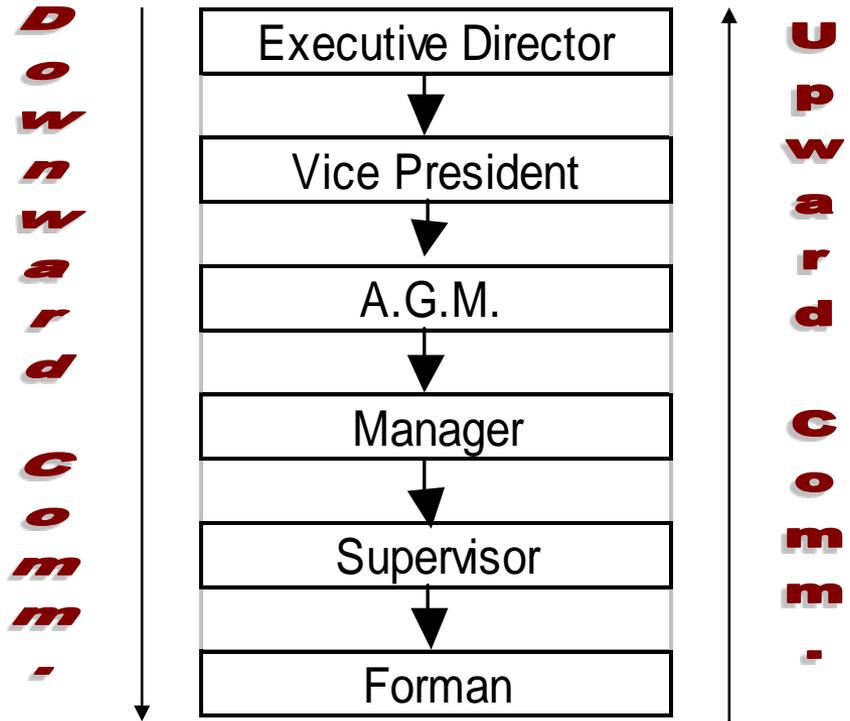
Lateral or Horizontal Communication : Among colleagues, peers at same level for information level for information sharing for coordination, to save time.

COMMUNICATION NETWORKS

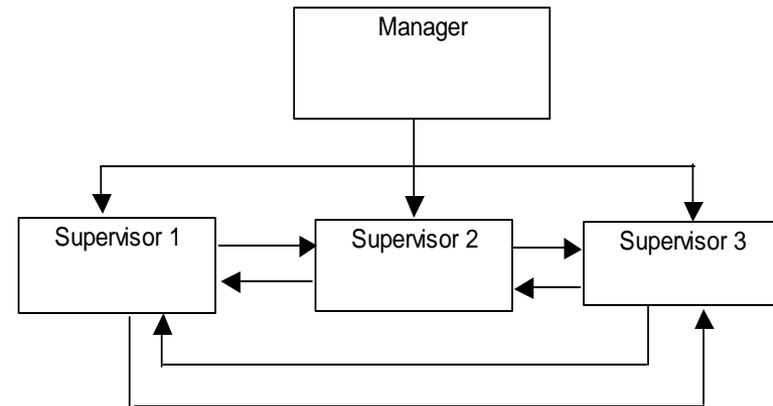
Formal Network : Virtually vertical as per chain go command within the hierarchy.

Informal Network : Free to move in any direction may skip formal chain of command. Likely to satisfy social and emotional needs and also can facilitate task accomplishment.

HIERARCHY LEVEL



Vertical Comm.



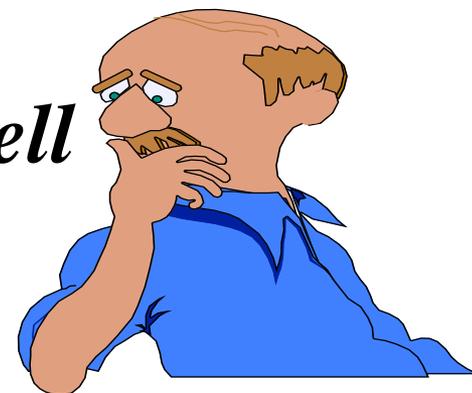
Horizontal Comm.

Communication is a Series of Experiences of

Hearing



Smell



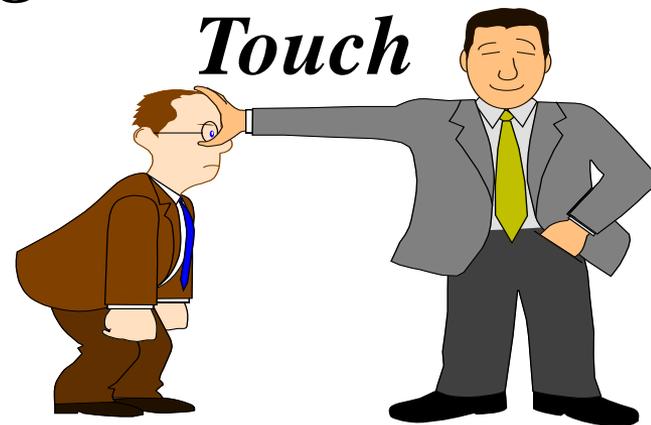
Seeing



Taste



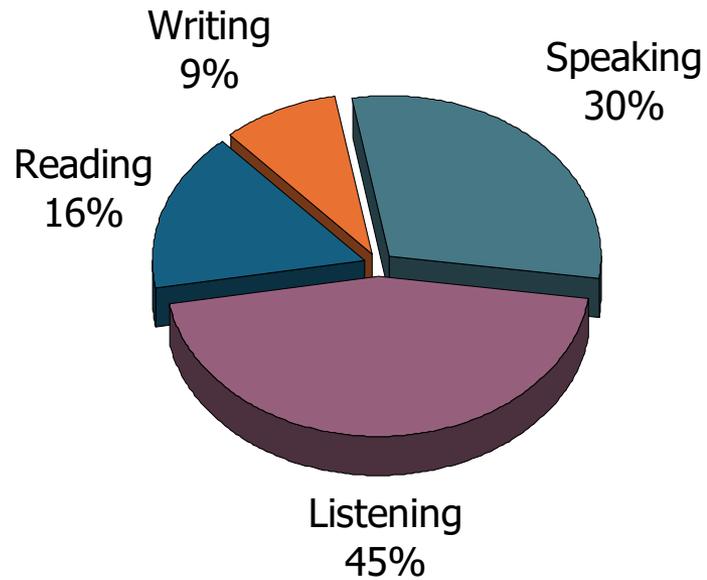
Touch



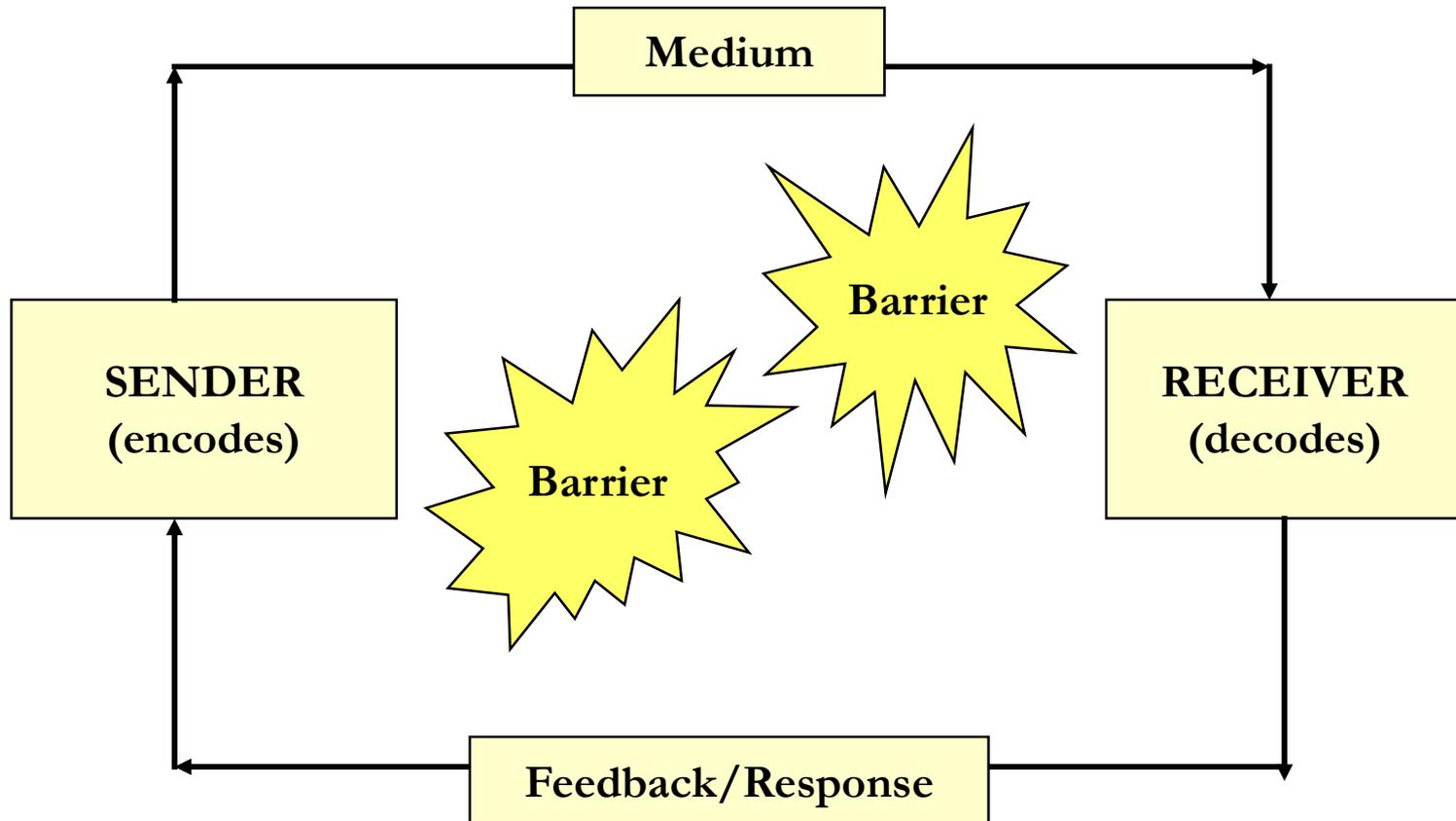
Communication - Meaning

- Communication is a dynamic process...
- through this process we convey a thought or feeling to someone else.
- how it is received depends on a set of events, stimuli, that person is exposed to.
- how you say what you say plays an important role in communication.

TOTAL COMMUNICATION PROCESS

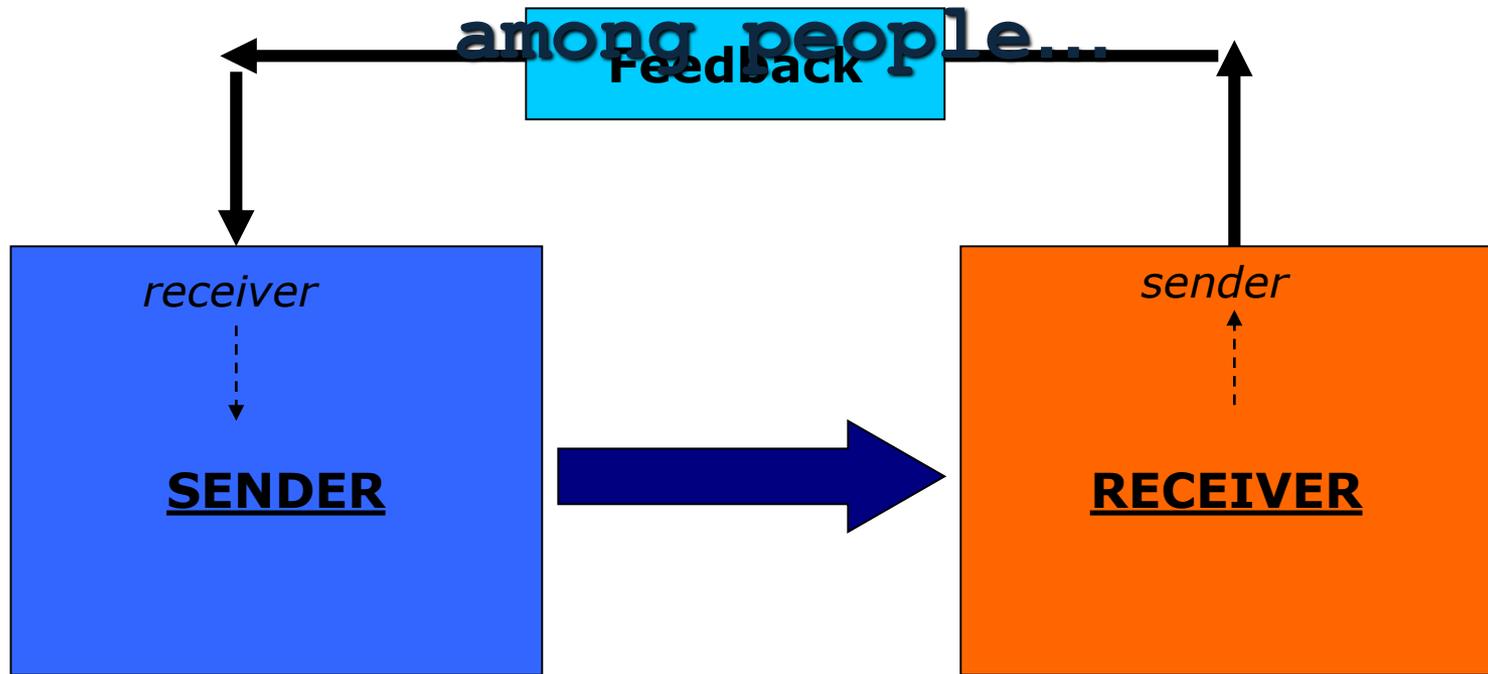


The Communication Process



Communication

Communication is the process of sending and receiving information

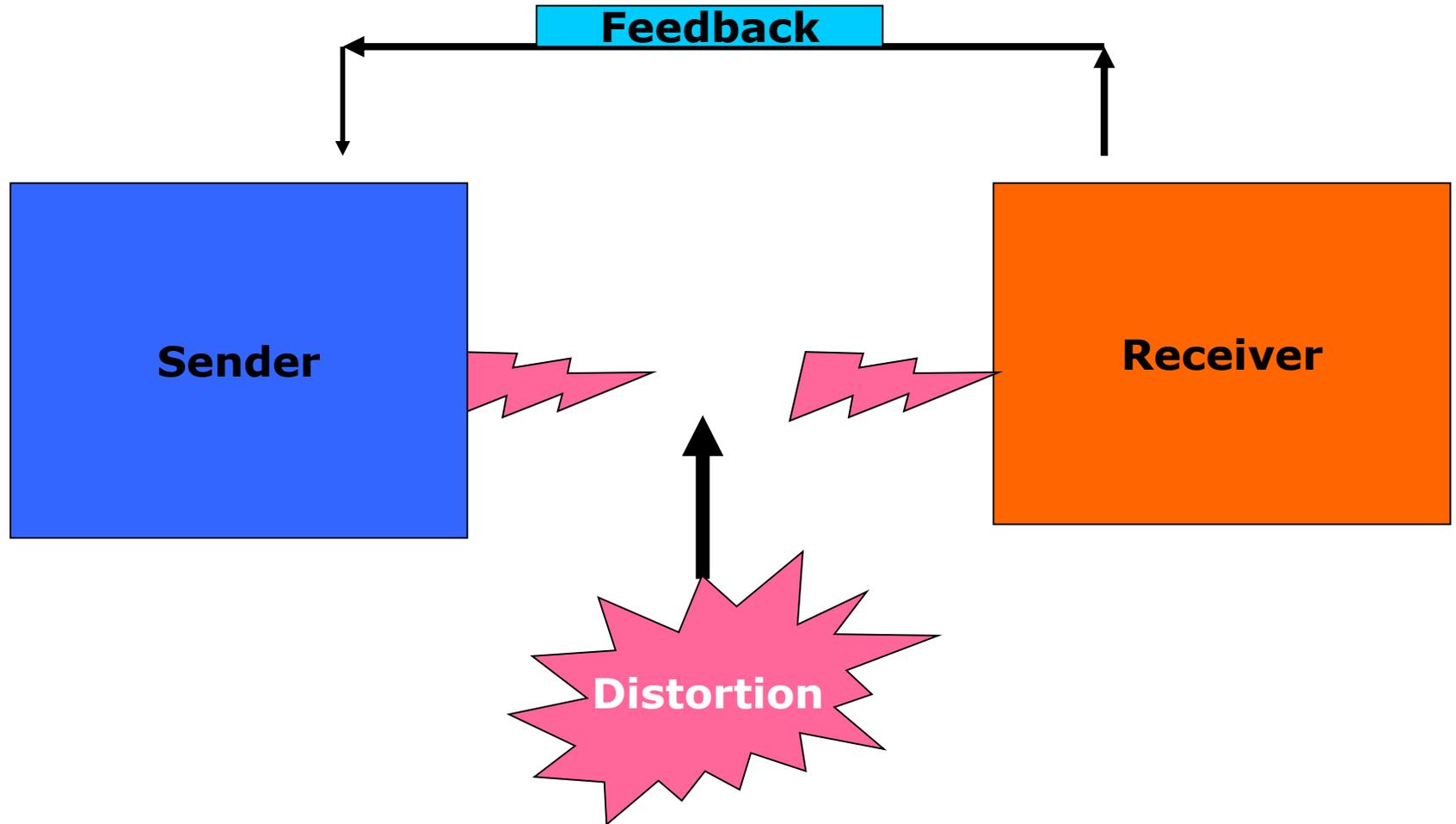


Source: CGAP Direct

TYPES OF COMMUNICATION

- VERBAL
 - Intra verbal: intonation of word and sound
 - Extra verbal verbal: implication of words and phrases, semantics
- NON-VERBAL
 - Gestures
 - Postures
 - Movements
- SYMBOLIC

Messages not delivered due to
“distortion”



What causes distortion?

- **Speaker**

- Language
- Wordiness
- Semantics
- Emotions
- Inflections

- **Listener**

- Perceptions
- Preconceived notions/expectations
- Physical hearing problem
- Speed of thought
- Personal interests
- Emotions
- Attention span
- No active listening!

Barriers in Communication (that have to do with the COMMUNICATOR)

- Unwillingness to say things differently
- Unwillingness to relate to others differently
- Unwillingness to learn new approaches
- Lack of Self-Confidence
- Lack of Enthusiasm
- Voice quality
- Prejudice

Barriers in Communication

(that have to do with the COMMUNICATOR)

- Disagreement between verbal and non-verbal messages
- Negative Self Image
- Lack of Feedback
- Lack of Motivation and Training
- Language and Vocabulary Level
- Lack of Self Awareness

Barriers in Communication (that have to do with the RECEIVER)

- Selective Perception
- Unwillingness to Change
- Lack of Interest in the Topic/Subject
- Prejudice & Belief System
- Rebuttal Instincts
- Personal Value System
- Here-and-Now internal & external factors

External Barriers in Communication

- Environment
 - The venue
 - The effect of noise
 - Temperature in the room
- Other People - Status, Education
- Time

Barriers to communication

- Noise
- Inappropriate medium
- Assumptions/Misconceptions
- Emotions
- Language differences
- Poor listening skills
- Distractions



Hearing Vs Listening

Hearing – Physical process, natural, passive



Listening – Physical as well as mental process, active, learned process, a skill



**Listening is hard.
You must choose to participate in the process
of listening.**

4 Levels of Listening

- The Non-Listener
- The Marginal Listener
- The Evaluative Listener
- The Active Listener

Improving Listening Skills

- By not being Preoccupied
- Being Open Minded & Non Defensive
- Minimizing Interruptions
- Effective Listening is: Hearing, interpreting when necessary, understanding the message and relating to it.
- By Asking Questions

COMMUNICATION

- **7% WORDS**

- Words are only labels and the listeners put their own interpretation on speakers words

- **38% PARALINGUISTIC**

- The way in which something is said - the accent, tone and voice modulation is important to the listener.

- **55% BODY LANGUAGE**

- What a speaker looks like while delivering a message affects the listener's understanding most.

TYPES OF BODY LANGUAGE

Remember that you are dealing with
"PEOPLE"

- **(P) OSTURES & GESTURES**
 - How do you use hand gestures? Stance?
- **(E) YE CONTACT**
 - How's your "Lighthouse"?
- **(O) RIENTATION**
 - How do you position yourself?
- **(P) RESENTATION**
 - How do you deliver your message?
- **(L) OOKS**
 - Are your looks, appearance, dress important?
- **(E) PRESSIONS OF EMOTION**
 - Are you using facial expressions to express emotion?

ESSENTIALS OF COMMUNICATION

Dos

- ★ **Always think ahead about what you are going to say.**
- ★ **Use simple words and phrases that are understood by every body.**
- ★ **Increase your knowledge on all subjects you are required to speak.**
- ★ **Speak clearly and audibly.**
- ★ **Check twice with the listener whether you have been understood accurately or not**
- ★ **In case of an interruption, always do a little recap of what has been already said.**
- ★ **Always pay undivided attention to the speaker while listening.**
- ★ **While listening, always make notes of important points.**
- ★ **Always ask for clarification if you have failed to grasp other's point of view.**
- ★ **Repeat what the speaker has said to check whether you have understood accurately.**

ESSENTIALS OF COMMUNICATION

DON'Ts

- ★ Do not instantly react and mutter something in anger.**
- ★ Do not use technical terms & terminologies not understood by majority of people.**
- ★ Do not speak too fast or too slow.**
- ★ Do not speak in inaudible surroundings, as you won't be heard.**
- ★ Do not assume that every body understands you.**
- ★ While listening do not glance here and there as it might distract the speaker.**
- ★ Do not interrupt the speaker.**
- ★ Do not jump to the conclusion that you have understood every thing.**



Questions