



SNS COLLEGE OF NURSING
Saravanampatti (po), coimbatore.

DEPARTMENT OF NURSING

COURSE NAME : BSC (NURSING) II YEAR

SUBJECT : CET

UNIT VIII: INFORMATION EDUCATION

COMMUNICATION FOR HEALTH

TOPIC : HEALTH EDUCATION



INTRODUCTION



- According to the WHO, the health is the state of complete physical, psychological, social and spiritual well being and not merely an absence of disease or infirmity.
- Health education is a term frequently used by health care professionals.





DEFINITION



- Health education as the process by which individuals and groups of people learn to behave in a manner conducive to promotion, maintenance or restoration of health.

- John M. Last.





Contd...



- A process aimed at encouraging people to want to be healthy to know how to stay healthy, to do what they can individually and collectively to maintain health and to seek help when needed.

- ALMA ATA 1978



IMPORTANT COMPONENTS



- Information
- Patient
- Social environment
- Health education content
- Communication methods.





AIMS



- To help the people understand that health is the most valuable community asset, and to help them achieve optimum health by their own activities and efforts.
- To develop a sense of responsibility for improving their health as individual members of families and communities.



Contd...



- To develop scientific knowledge, attitude, skills on health matters to enable people to develop correct habits.
- To educate people for proper use of health services in whatever forms it is made available to them by the government.



Contd...



- To alter behavior that may have directly or indirectly influenced the occurrence or spread of disease in a given setting, a culturally relevant health education program can be planned only after understanding the behavior in all its manifestations.



OBJECTIVES



- To inform people or disseminate scientific knowledge about prevention of disease and promotion of health.
- To motivate people to change their habits and lifestyle that are harmful to their health and also motivate people to adopt habits and ways of living conducive to healthy living.



PRINCIPLES



- Credibility of message
- Motivating the participants
- Ensure reinforcement
- Learning by doing
- Maintaining good human relations
- Regular feedback.





SCOPES



- Human biology
- Nutrition
- Hygiene
- Use of health service
- Prevention of accidents





SCOPES



- Hygiene
- Family health
- Disease prevention & control
- Psychological health.



IMPORTANCE



- The ultimate aim of health care is to promote, protect and maintain health and not only treat the disease.
- This requires people to have sufficient knowledge and bring in a change in a health behavior.
- This is possible through continuous and sustained health education.



LEVELS



- Individual
- Group
- Community
- Mass





STEPS IN PLANNING



- Assess need
- Identify and prioritize
- Set goals and objectives
- Develop strategy
- Implementation
- Monitor and evaluate.





CONCLUSION



Health education as the presses by which individuals and groups of people learn to behave in a manner conducive to promotion, maintenance or restoration of health. To develop a sense of responsibility for improving their health as individual members of families and communities.





ASSESSMENT



1. What is meant by health education?
2. What are all the steps planning in health education?
3. List down the levels of health education?
4. Explain the scopes of health education?





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Thank
you