



**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 : IEC**



# INTRODUCTION



- It combines the strategies, approaches and methods that enables individual, families, groups, organization and communities.
- In order to play active role in achieving protecting and sustaining their on health.





# HEALTH PROMOTION



- Aims to help people to live healthy lives.
- Involves increasing people's knowledge and awareness.
- Enabling them to take actions to improve their health.
- Ensuring that their circumstances allows them to make healthy choices.





# IEC



- Information – It is received by humans which have some forms of to him.
- Education – It is the process which behavioural changes takes place an individual as a result of experience which has undergone.
- Communication – Process of attempting to change the behaviour of others.



# OBJECTIVES



- Increase the reach of services by making visit of worker and supervisor more predictable and regular.
- Improve the quality of services through knowledge and skills development of worker.
- Make supervision more oriented towards problem solving.
- Link supervision with training at various level.



# MAJOR COMPONENTS



# VISIT SCHEDULES

## Schedule of postnatal visit

- ☆ First : within 24 hours
- ☆ Second : within 2-3 days
- ☆ Third : within 4-7 days
- ☆ Fourth : Within 42-45 days





# Contd...



- Under IEC scheme the tour program of health worker one drawn as a weekly schedule rather than date wise calendar schedule, new system attempts to make the visit regular.
- To establish the link between villager and worker.





# TRAINING



- It should not only cover technical aspects of program but also focus on problem solving skills of workers.
- In this project in conducted at sector PHC level & district level according to a predetermined schedule.





# SUPERVISION



- Each supervisor during visit,
- Records
- Target achievement
- New instruction are supervised



Success of any program depends on ability to monitor & evaluate program adequately and accurately and to take corrective action if necessary.





# PROCESS IMPLEMENTING STRATEGIES



- Support of community leaders
- Involve target audience
- Establish linkage and relationships with NGO and others
- Interactions between health workers and clients.



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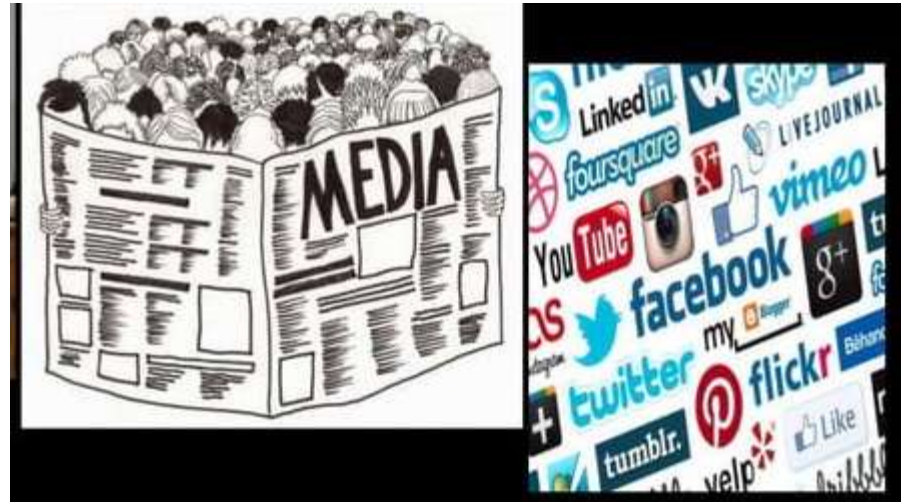


- Multimedia campaign
- Anticipate trouble and crisis communication plan
- Monitoring and evaluation



# RESOURCES

- Print media
- Mass media
- Television
- Internet
- Radio





# IMPORTANCE



- It create awareness, increase knowledge and change attitudes
- It is not expensive.
- It ensures feedback mechanism.





# CONCLUSION



IEC is 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 promotion?
2. What are all the steps planning IEC?
3. List down the major components of IEC?
4. Explain the importance of IEC?
5. Enlist the resources of IEC?





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Thank  
you