



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 AND HUMAN BEHAVIOUR



INTRODUCTION



- Human behavior is among the major determinants of the health of individuals, families or communities.
- Healthy behaviors contribute to the overall health of individuals and communities and unhealthy behaviors adversely affect the quality of life people at different levels.





DEFINITION



- Behavior is an action that has a specific frequency, duration and purpose whether conscious or unconscious.
- People stay healthy or become ill, often as a result of their own action or behavior.





EXAMPLES



- Using mosquito nets and insect sprays helps to keep mosquito away.
- Feeding children with bottle put them at risk of diarrhoea.
- Defecating in an open field will lead to parasitic infection.



Contd...



- Healthy behaviour : Actions that healthy people undertake to keep themselves or others healthy and prevent disease.
- Good nutrition
- Breast feeding
- Reduction of health damaging behaviours like smoking.





Contd...



- Utilization behavior – Utilization of health services such as antenatal care, child health, immunization, family planning, etc.
- Illness behavior : Recognition of early symptoms and self – referral for treatment.



Contd...



- Compliance behavior : Following a course of prescribed drugs such as for TB.
- Rehabilitation behavior: What people need to do after a serious illness to prevent further disability .
- Community action : Actions by individuals and groups to change and improve their surroundings to meet special needs.



FACTORS AFFECTING HUMAN BEHAVIOUR



- Predisposing factors : Provide the rationale or motivation for the behavior to occur.
- Knowledge
- Belief
- Attitudes
- Values





KNOWLEDGE



- It is knowing things, objects, events, persons, situations and everything in the universe.
- It is the collection and storage of information or experience.
- We also gain knowledge through information provided by teachers, parents, friends, books, etc.



BELIEF



- It is a conviction that a phenomenon or object is true or real.
- People usually do not know whether what they believe is true or false.
- These are usually derived from parents and other people we respect.



ATTITUDES



- The way you think and feel about someone or something.
- A feeling or way of thinking that affects a person's behaviour.



VALUES

- These are broad ideas and widely held assumptions regarding what are desirable, correct and good that most members of a society share.





NORMS



- These are social rules that specify appropriate and inappropriate behavior in given situations.





ENABLING FACTORS



- These are characteristics of the environment that facilitates healthy behavior and any skill or resource required to attain the behavior.
- Enabling factors are required for motivation to be realized.



EXAMPLES



- Availability and or accessibility of health resources.
- Government laws, priority and commitment to health.
- Presence of health related skills.





CONCLUSION



IEC is the process 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 behaviour?
2. What are all the factors affecting health behaviour?
3. Explain the enabling factors of health behaviour?
4. Explain the examples of health behaviour?





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Thank
you