



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 :LEVELS OF HEALTH EDUCATION



LEVELS



Health education can be carried out at various levels:

- Individual
- Community
- Mass level
- Group





INDIVIDUAL



- This type is an important part of the health education process by which includes the exchange of opinions, feelings, ideas or information with another person.
- Nurses are routinely engaged in providing individual health education their parents, patients family in hospital as well as the community.



Contd...



- Individual health education approach provides the opportunity to create mutual understanding between the two people : the one providing the health education and the receiver.
- They more closely interact and give and receive feedback immediately.



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- It also creates the opportunity to discuss problems that are sensitive and need special handling. Ex : Discussion on sexuality.





CHARACTERISTICS



- It helps individuals to learn and assimilate health information to modify change their behavior.
- It may be given in personal interviews in the physician's consultation room or in the health center or in the people's homes.
- Individuals can be taught according to their interest.



METHODS



- Home visit
- Personal contact/Counselling
- Personal letter





ADVANTAGES



- Health educator can discuss, argue and persuade the individual to change behavior.
- It provides an opportunity to ask questions in terms of specific interest.
- Individuals get an opportunity to clarify their doubts more promptly and easily.



LIMITATIONS



- We can reach only a small number of people who come in contact with us.
- It is time consuming and an expensive methods of health education.
- It needs more efforts by the health educator.



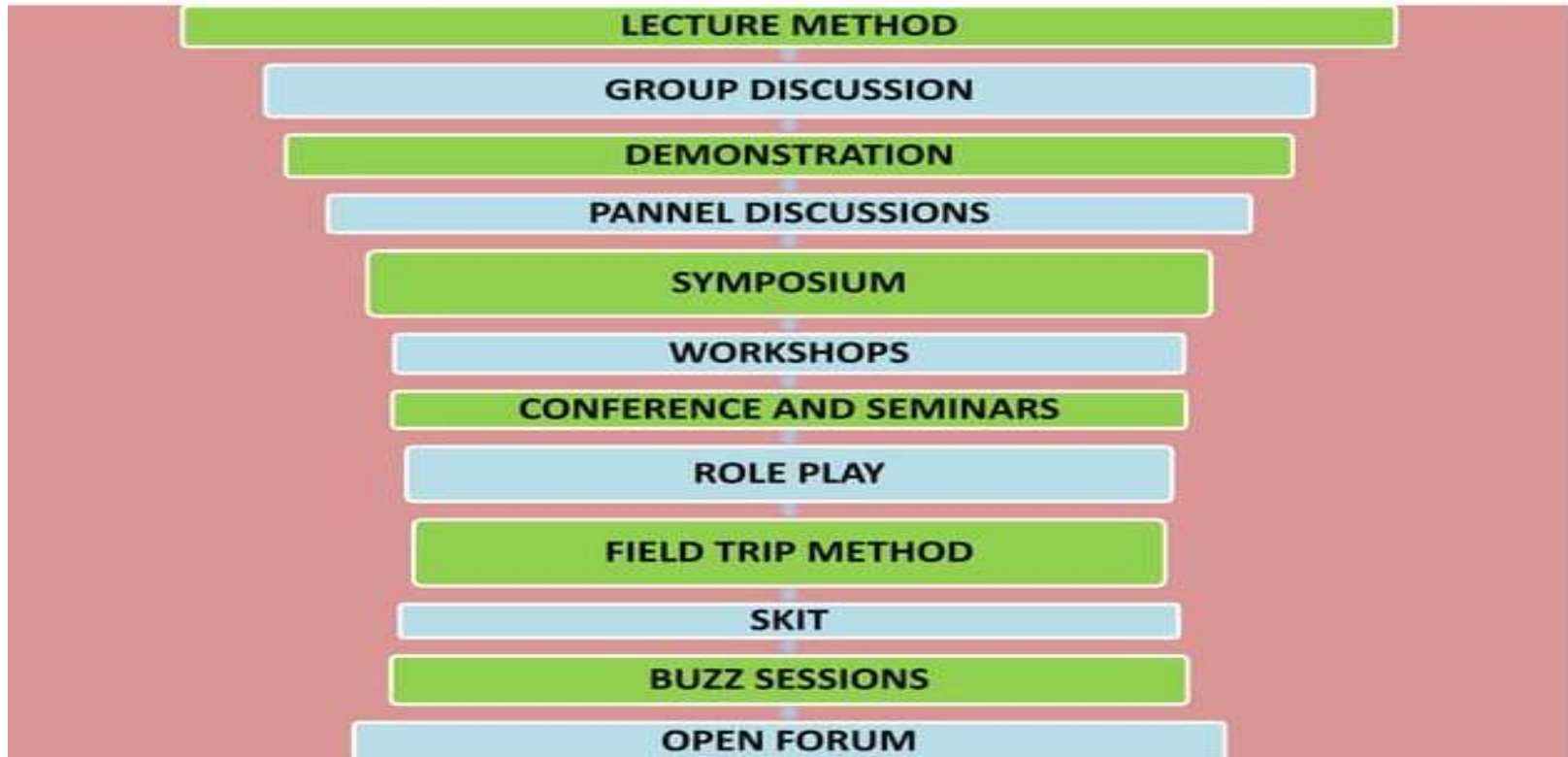
GROUP HEALTH EDUCATION



- It may be a useful way to deliver health education message in an efficient manner.
- The group can provide support and encouragement to its members so they are able to maintain healthy behavior.



METHODS





COMMUNITY HEALTH EDUCATION



- Its not only to create awareness but also to help people understand their health problems and need, find alternative solutions to their problems and needs implement them evaluate and get feedback accordingly do the needful.



Contd...



- For health education at the community level, it is better approach local leaders who are influential and who have the people's confidence.
- These may include local officers like police officer or block developmental officer.
- Community level intervention combines the community organization and social marketing strategy that takes a system approach.



FACTORS TO SUCCESSFUL COMMUNICATION



- Clarity of message
- Accuracy of message
- Availability of appropriate resources
- Consistency
- Cultural, competent and appropriate
- Validity and reliability
- Constant repetition and reinforcement





METHODS AND MEDIA



INDIVIDUAL/ GROUP METHOD AND MEDIA	MASS METHODS AND MEDIA
<p>INDIVIDUAL INTERACTIONS: interview, dialogue, personal message or personal letter and home visit.</p> <p>LECTURE METHOD: media used is chalk and talk, flip charts, flannel charts, exhibition charts, posters etc.</p> <p>GROUP DISCUSSTION: demonstrations, panel discussions, symposium, workshops, conference, seminars, role playing, field trip method, skits, buzz sessions, and open forum.</p>	<p>PERFORMING ARTS: music songs, dramas, skits, puppet shows, poetry, speech, gossips, jokes etc.</p> <p>VISUAL ARTS : paintings, certain printed literature, handicrafts and costuming.</p> <p>THE COMMON MEDIA USED ARE : television, radio, internet, printed material, direct material, posters, health museum and exhibitions.</p>



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 individual health education?
2. What are all methods and media used in health education?
3. List down the factors for successful communication?
4. Enlist the methods of group health education?





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*Thank
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