



# Health Education and Promotion (Concepts)

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## Objectives:

- Define "health education" and state its aims
- Explain the role of health education in relation to the stage of disease prevention
- Identify the factors that influence human behavior
- Discuss the factors that contribute to behavior change
- Define learning and identify the domains of learning
- Outline the Health Belief Model of behavior change
- Describe the trans-theoretical model of stages of motivation
- List the direct and indirect methods of communicating health messages
- State the strength and limitation of each method of communicating health messages
- State the types and values of audiovisual aids in facilitating the transfer of health message

## Done by:

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**Revised by:** Basel almeflh

Important | Extra | Notes

[Editing file](#)

## Health education

designed combination of learning methods to facilitate voluntary **adaptation of behavior conducive to health**".

## Health education is defined by WHO

“any combination of learning experiences to help **individuals and**

**communities** improve their **health** by increasing their knowledge, influencing their **attitudes**.

## Health:

Complete physical, mental and social being and not merely the absence of disease or infirmity.

**ثقافته صحيه Health literacy:** the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health.

## Knowledge:

Intellectual acquaintance with facts truth or principles by sights experience or report , it's the collection & storage of info, or experience.

Knowledge enhance the attitude , but the attitude is more important than knowledge

**Attitude:** Manner, disposition ,feeling , position toward person or thing

**Skill:** the ability to so something well arising from talent training or practice

## GOAL OF HEALTH EDUCATION

- Promote health by reinforcing healthy practices
- Prevent ill-health, maintain the highest level of health & improve the quality of life
- Understand health behavior underlying the ailments and means of behavioral changes to prevent further deterioration of health or restoration of health
- Make the most of the remaining potential for healthy living.

## Belief:

is a conviction that a phenomenon or object is true or real

Beliefs deal with people's understanding of themselves and their environment.

People usually do not know whether what they believe is true or false

## Values:

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

Values are so general which behaviors are acceptable and which are not. Instead, values provide us with criteria and conceptions by which we evaluate people, objects, & events as their relative worth, merit, beauty or morality

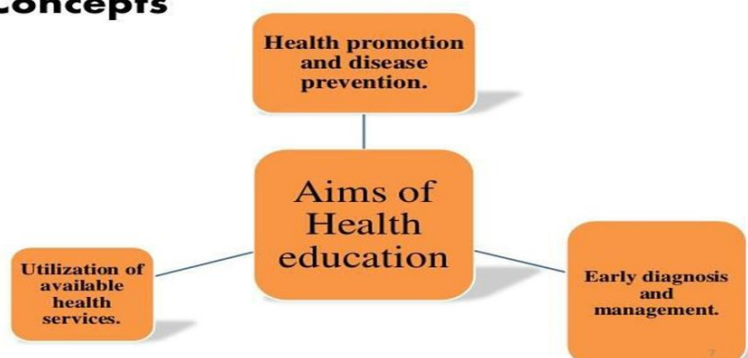
## Behaviour change communication:

is a process of working with **individuals ,families** and communities through different **communication channels**. To **promote positive** health behaviors and support an environment that enable the community to **maintain positive behaviours taken on**

## Aims Of Health Education

- Make people **value** their own health
- Take the initiative to **attain and keep** positive health
- Understand and practice **healthy habits**
- Interrupt a behavioral pattern that heightened the **risk of disease, injury**, disability or death
- Utilize the available health services

### Health Education Principles and Concepts



## What is prevention

is defined as the **planning** for and the **measures** taken to prevent the onset of a disease or other health problem before the

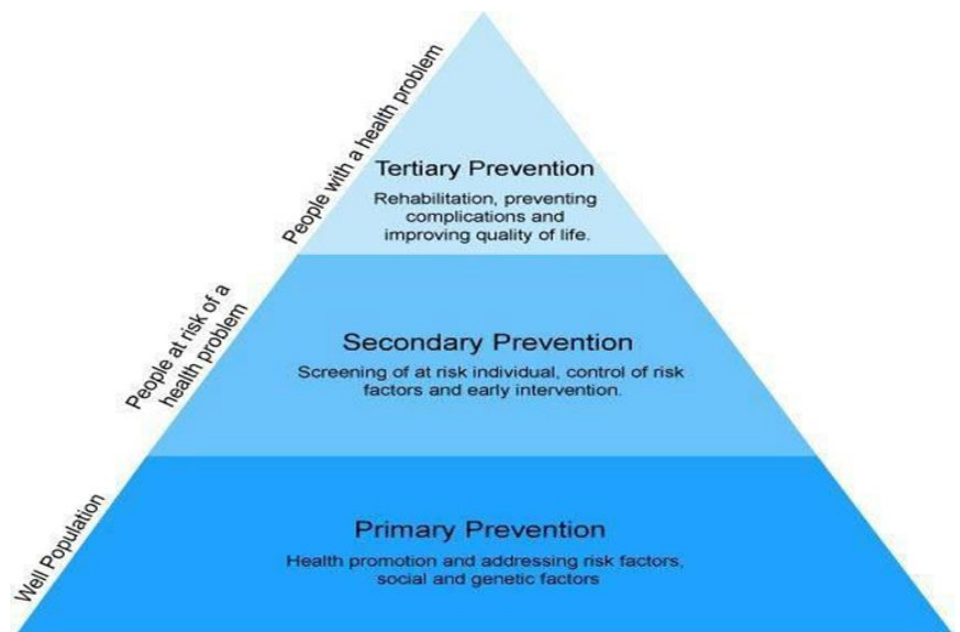
occurrence of undesirable health events. There are three distinct

levels of prevention: primary, secondary, tertiary prevention

Primary : hand hygiene , vaccination

Secondary : screening of high risk group, treatment

Tertiary : avoid complication



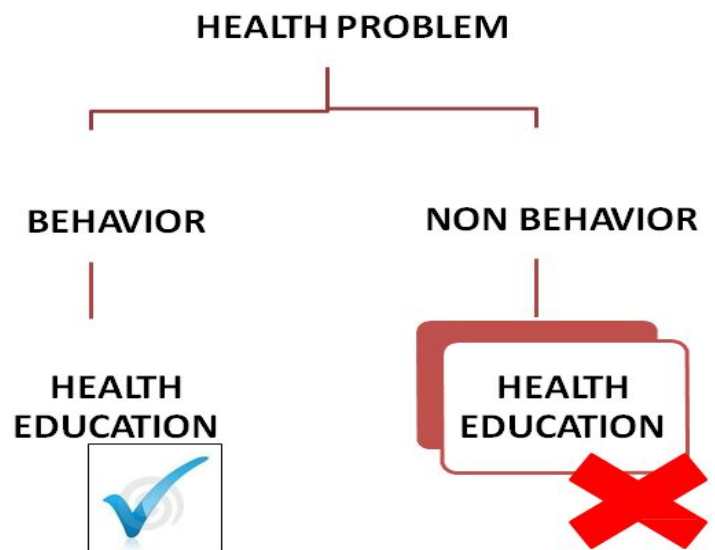
## Cause Of A Health Problem

Example of Behavior and non-behavior :

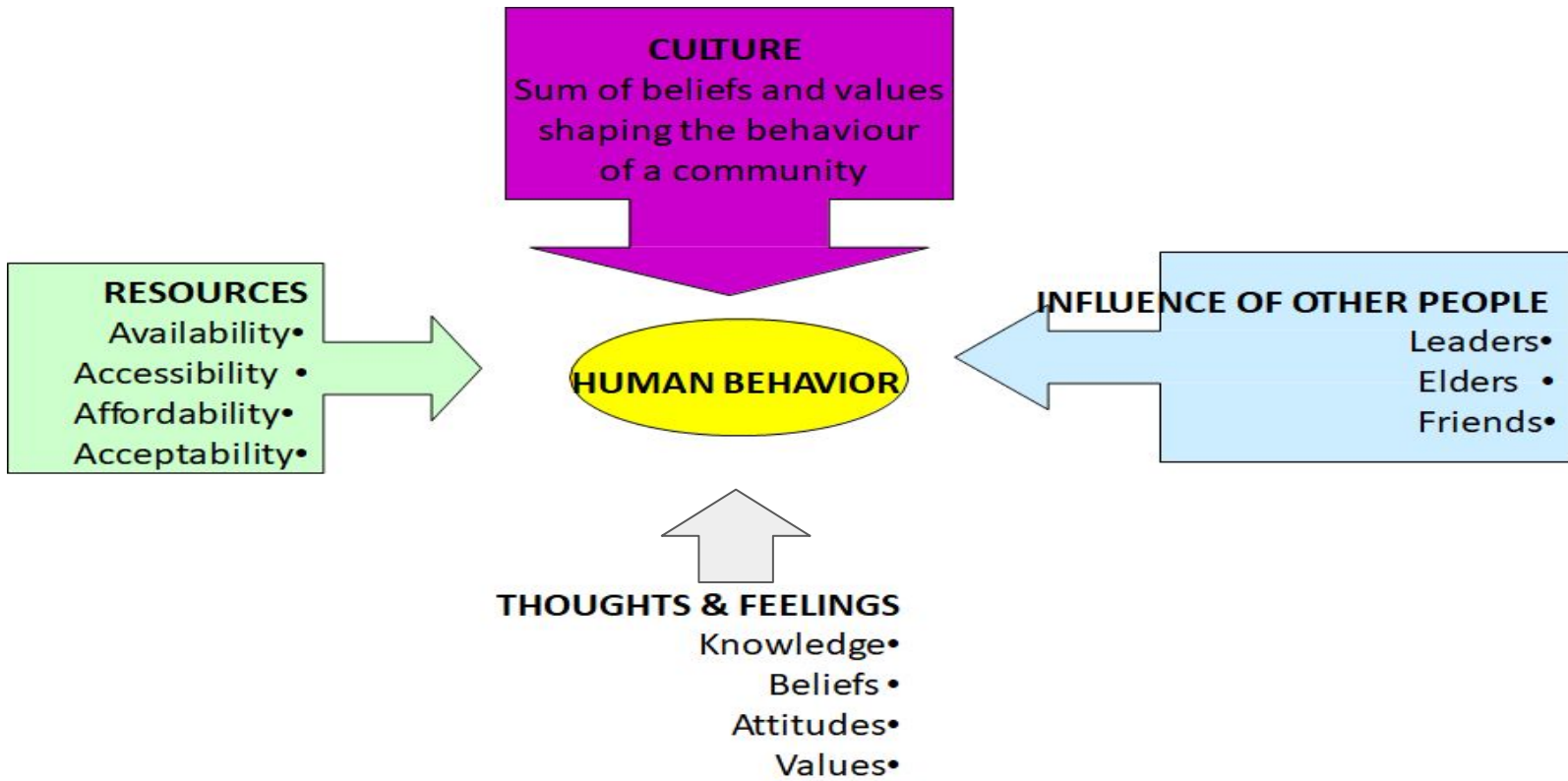
Headache

Ex of Behavior :

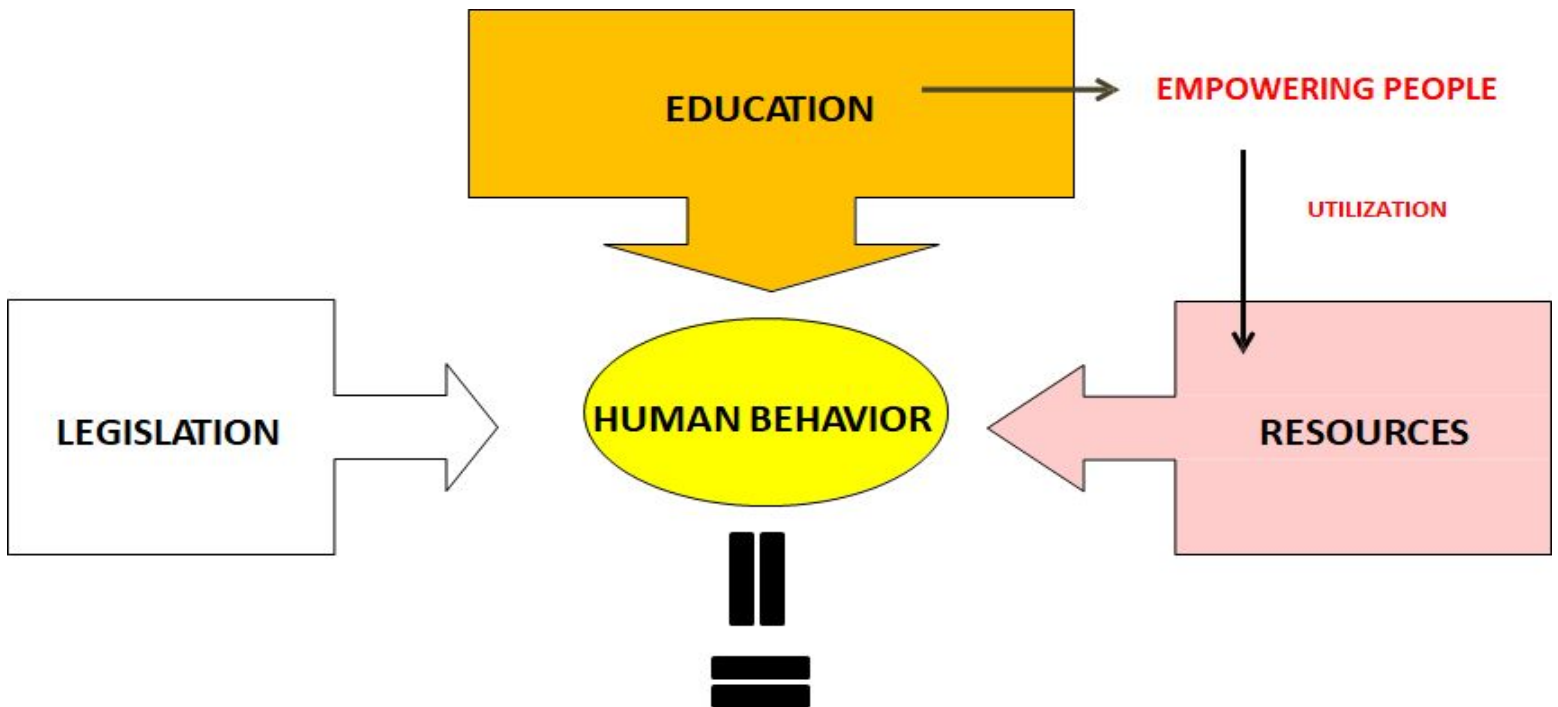
Lung cancer , diabetes , dyslipidemia



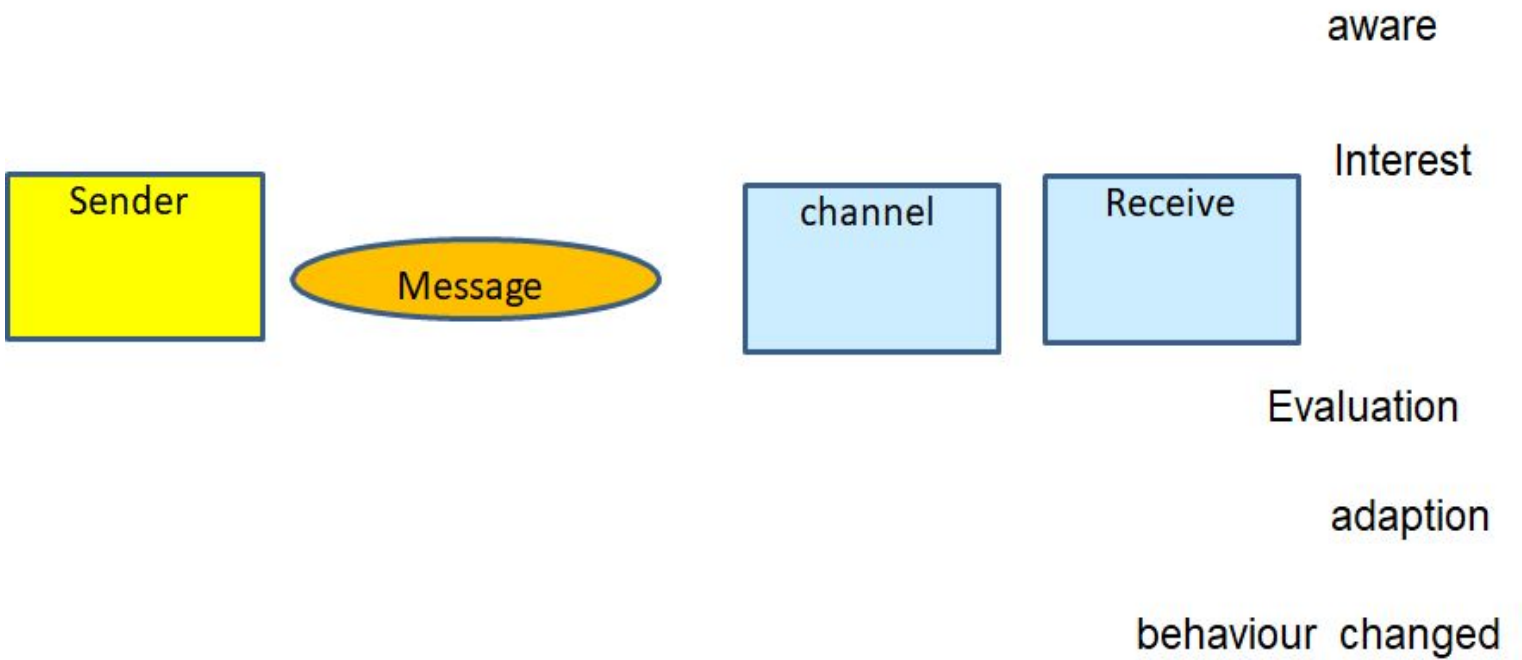
## Factors Influencing Human Behavior



## Changing Human Behavior



## Health education communication



## Types of communications



### Barrier to communication

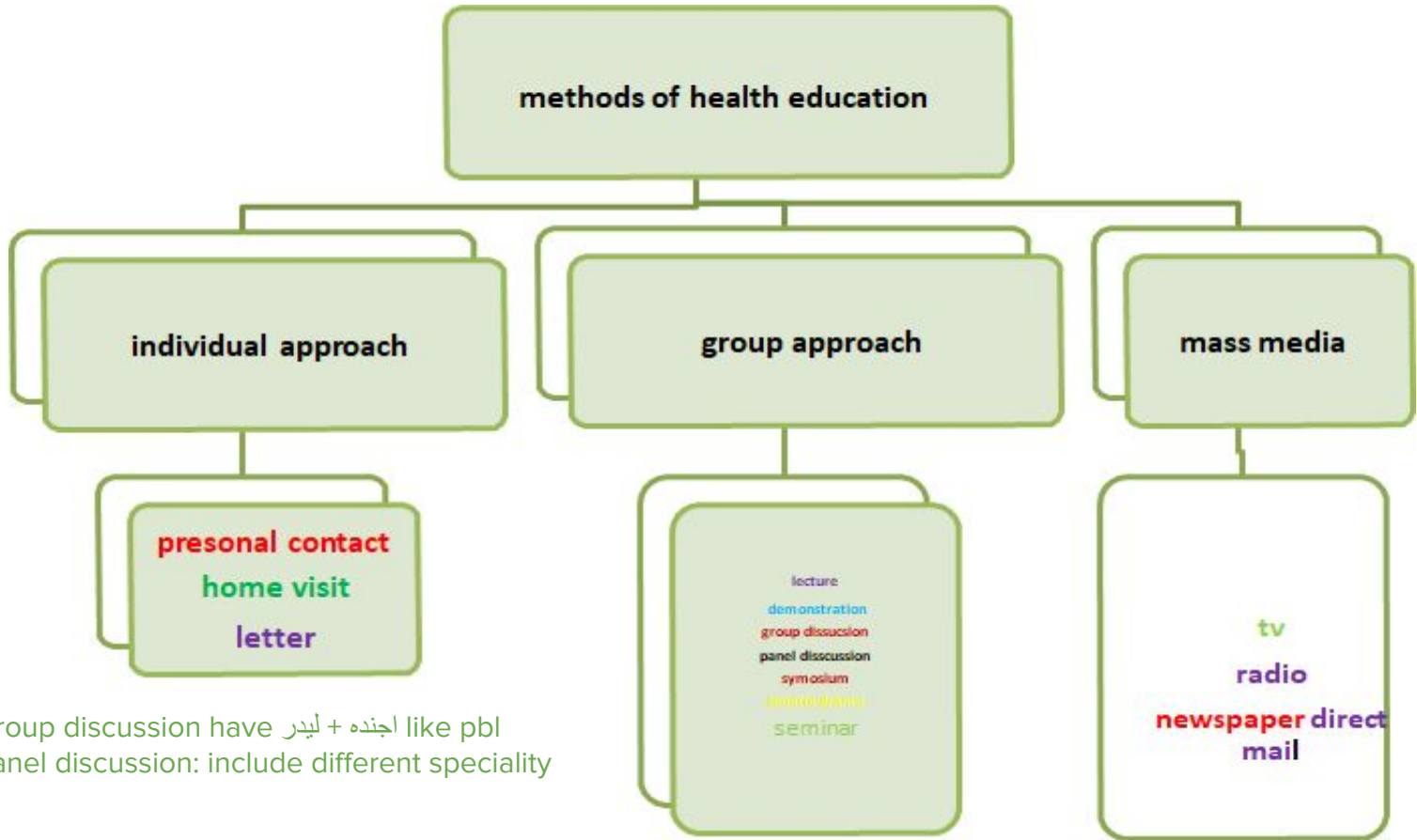
culture > health literate

Psychological > sad

Physiological > deafness

Environmental > noisy background

## Methods of health communication



Group discussion have **اجنده + ليدر** like pbl  
 Panel discussion: include different speciality

**LEARNING** > know-feel-do-think

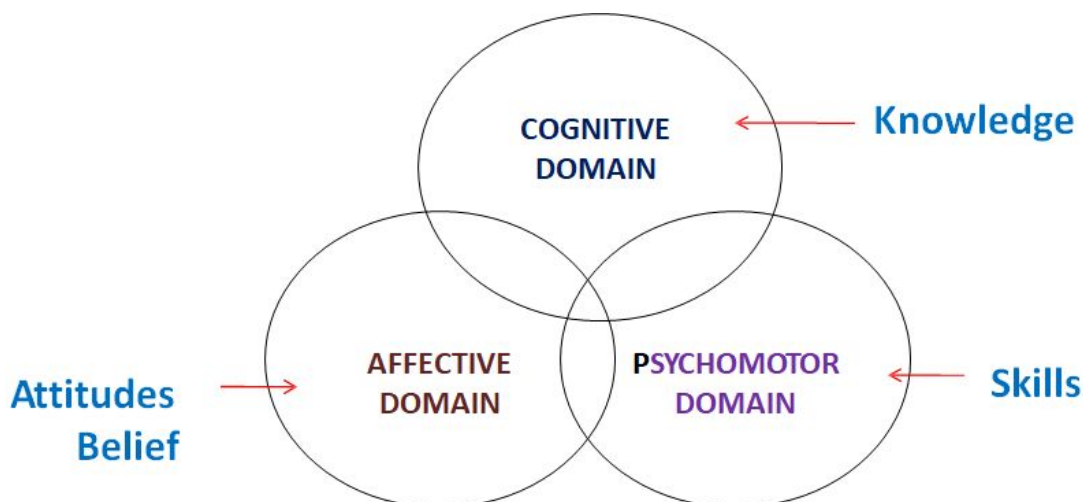
"Change of behavior brought about by experience, insight, perception or a combination of the three, which causes the individual to approach future situation differently".

Learning is an **ACTIVE PROCESS**

Learning is stimulated by **a NEED**

Learning is demonstrated by **a CHANGE IN BEHAVIOR**

## DOMAINS OF LEARNING



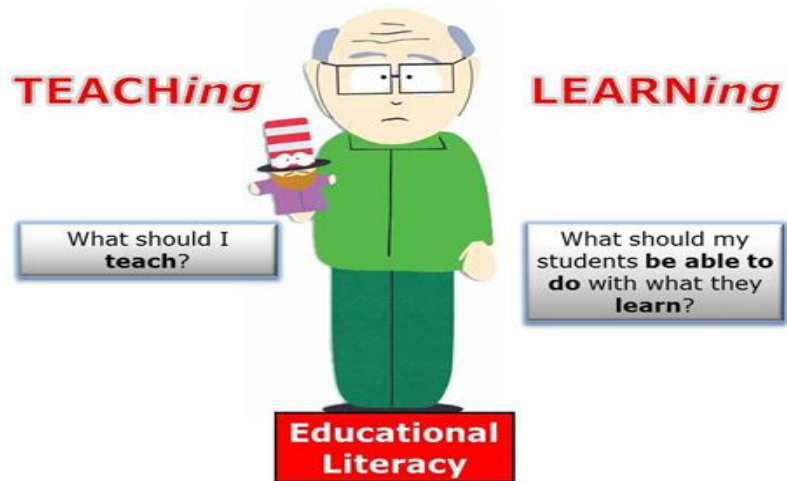
TEACHING > enable :learning

**FORMAL = PLANNED**

**INFORMAL = NOT PLANNED**

### TEACHING ACTIVITIES

- *Giving information*
- *Clarify thinking*
- *identifying options*
- *Develop new skills*



### Variables In The Behavior Change

**Knowledge:** An intellectual acquaintance with facts, truth, or principles gained by sight, experience, or report

**Values:** Ideas, ideals customs that arouse an emotional response for or against a thing or a behavior.

**Beliefs:** Acceptance of or confidence in an alleged fact or of facts as true or right without positive proof; perceived truth

**Attitudes:** Manner, disposition, feeling, or position toward a person or thing.

**Perceptions:** Ascribing meanings to sensory or cortical activity in such a way that the activity comes to acquire symbolic function.

**Skills:** The ability to do something well, arising from talent, training, or practice.

**Self-efficacy:** The internal condition of experiencing competence to perform desired tasks which will influence the eventual outcome.



## The Health Belief Model For Behavior Change

1. Health behavior of all kind is related to a general health belief that one is susceptible to a health problem (**Perceived susceptibility**)
2. Health problems have undesirable consequences (**Perceived seriousness or severity**)
3. Health problems and their consequences are preventable.
4. If health problems are to be overcome, barriers have to be overcome

## Predisposing, enabling and reinforcing factor in education process

### Predisposing Factors

- Characteristics of a person or population that motivate a behavior change
- Predisposing factors are knowledge, beliefs, values and attitudes

### Enabling factors

Characteristics of the environment and individuals that facilitate action to attain a specific behavior

Enabling factors are health services (available, accessible, affordable), skills and legislations

### Reinforcing factors

It determines the continuity (maintenance) of the new behavior

Reinforcing factors are rewards (experienced or anticipated) of the new behavior

## MAINTAINING A HEALTH-RISKY BEHAVIOR

### REASONS

1. Lack of knowledge of the health risk
2. Modified perception of risk
3. Low self efficacy to change

## Transtheoretical Model: Stages Of Motivation

### Stages related to individual's motivation

**Pre-contemplation:** No interest or consideration for behavior change (denial, ignorance, demoralization)

**Contemplation:** Thinking about making a change

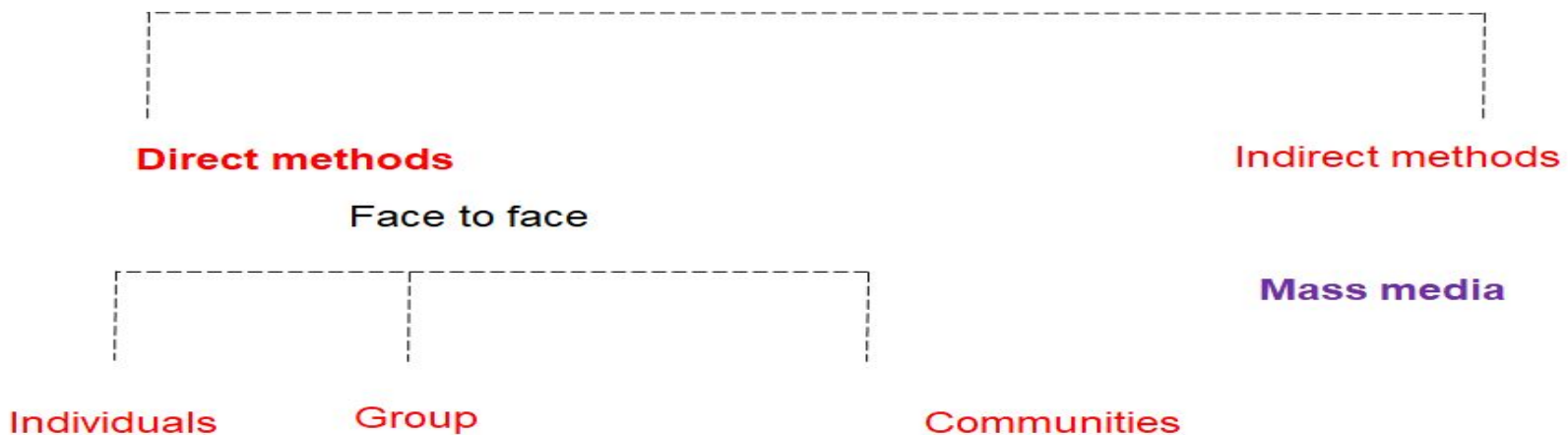
**Preparation:** Person's imagining himself with different behavior

**Action:** making specific changes

**Maintenance:** new behavior becomes a lifelong pattern

*The Transtheoretical Model should be viewed as cyclic rather than a straight line.*

### METHODS OF HEALTH EDUCATION



### Who is responsible for health education

- Everyone engaged in :
  - health (healthcare providers)
  - Community development activities
- Health care providers, treat disease, educate
- Medication alone will not solve the health problem ,pt must know the disease ;s causes
- Health educators

# Summary

## Health education:

Any combination of learning experiences to help **individuals and communities** improve their **health** by increasing their knowledge, influencing their **attitudes**.

## Health:

Complete physical, mental and social being and not merely the absence of disease or infirmity.

## Health literacy:

The cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health.

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## Skill:

The ability to do something well arising from talent training or practice

## GOAL OF HEALTH EDUCATION

- Promote health by reinforcing healthy practices (**Primordial prevention**)
- Prevent ill-health, maintain the highest level of health & improve the quality of life (**Primary Prevention**)
- Understand health behavior underlying the ailments and means of behavioral changes to prevent further deterioration of health or restoration of health (**Secondary Prevention**)
- Make the most of the remaining potential for healthy living. (**Tertiary Prevention**)

## Belief:

Is a conviction that a phenomenon or object is true **or** real.

## Values:

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

## Behaviour change communication:

A process of working with **individuals, families** and communities through different **communication channels**. To **promote positive** health behaviors and support an environment that **maintains positive behaviours**.

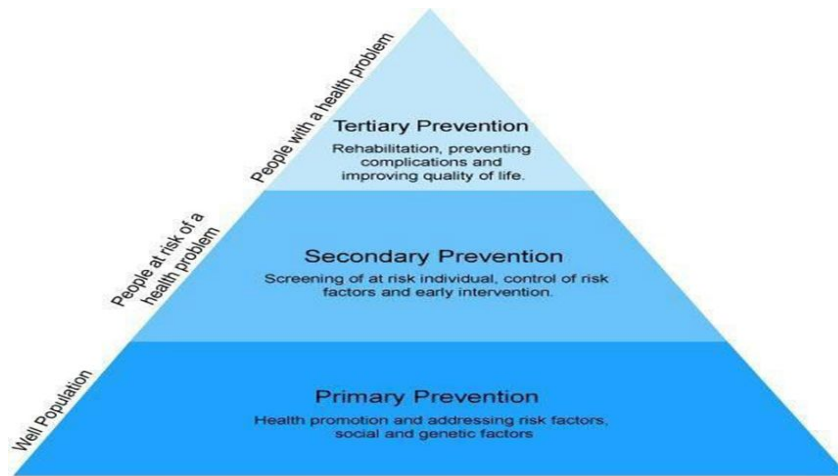
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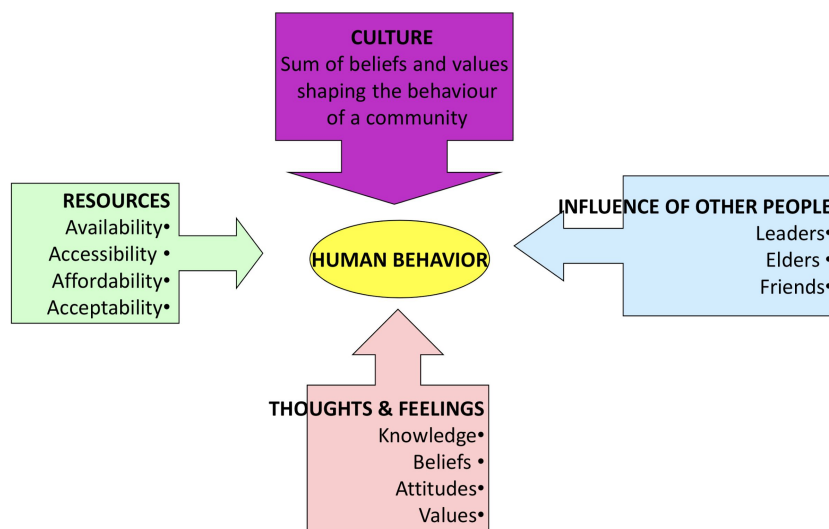
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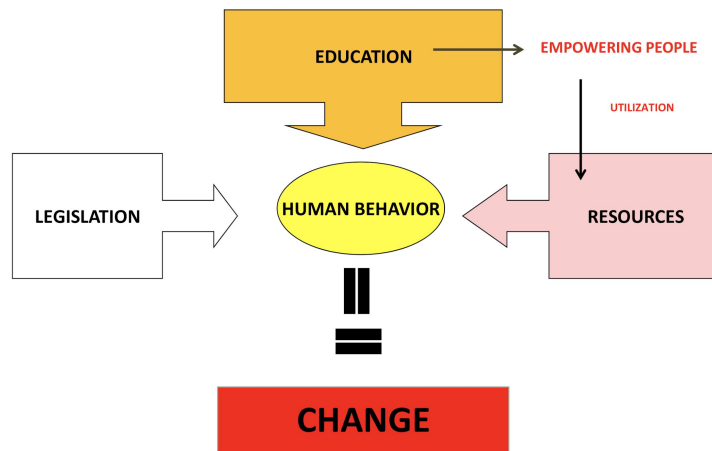
Three distinct levels of prevention: **primary, secondary, tertiary** prevention



## Factors Influencing Human Behavior:



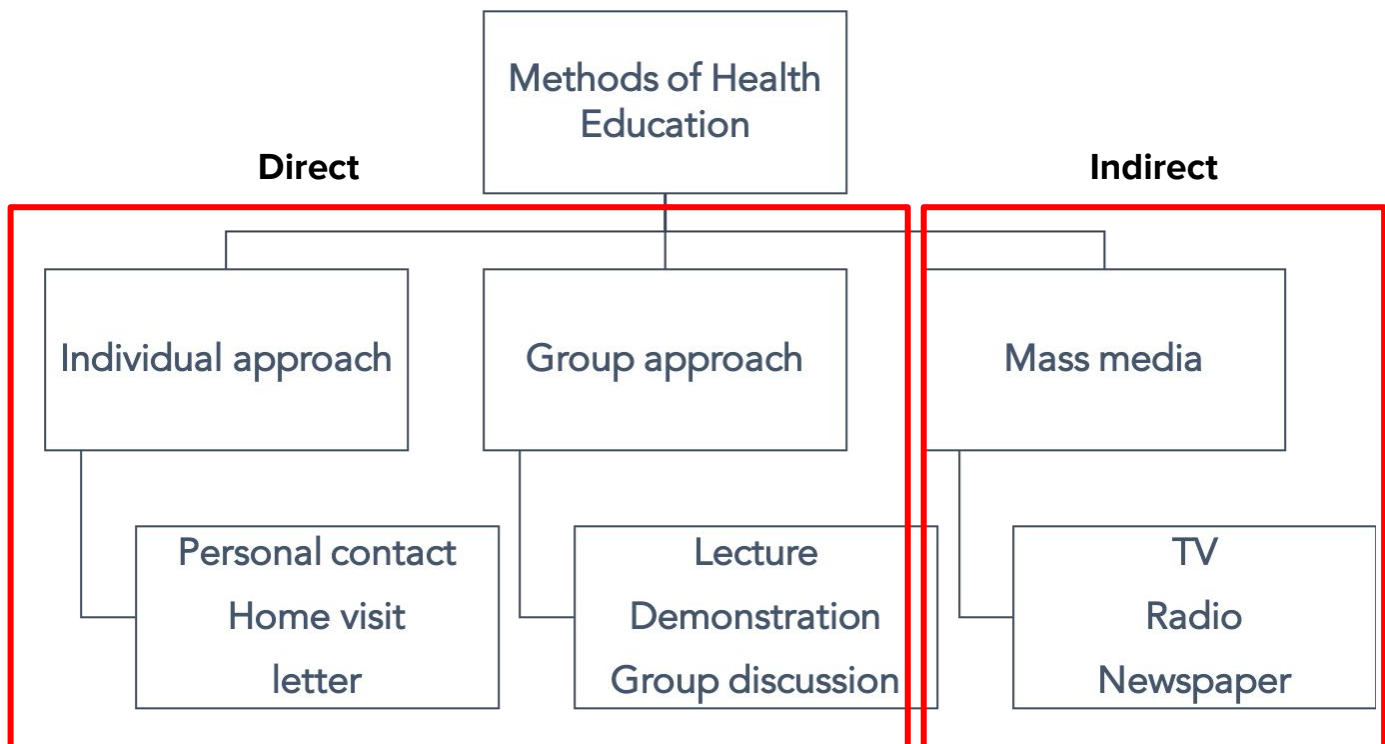
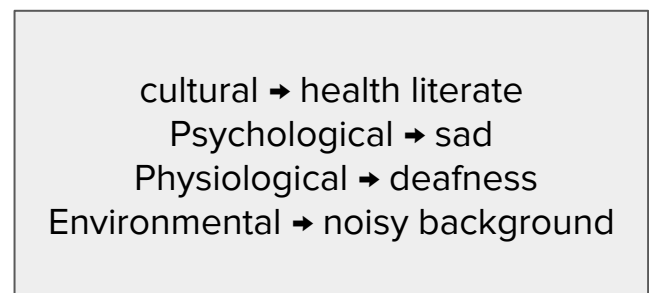
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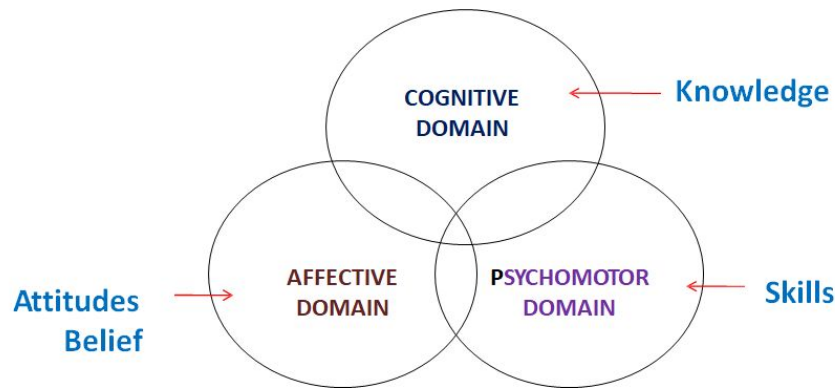
## Types of communication:



## Barrier to communication:



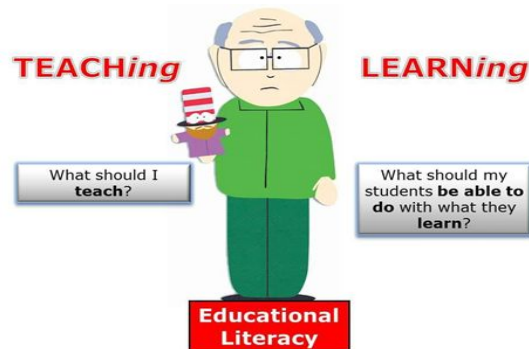
## Domains of learning



TEACHING → enable learning

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Predisposing factors are **knowledge, beliefs, values and attitudes**
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- **Reinforcing factors:**  
It determines the continuity (maintenance) of the new behavior. (rewards)

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Good luck!

