HEALTH EDUCATION

"Public health education helps people, individually or in groups, to help themselves to better health through gaining a desire for health, discovery of their personal, family, occupational and community health problems, acquiring essential health knowledge and taking needed action with use of consultation and community resources".

Health education induces behavioral modification or changes.

I – Understanding behavior: Behavior depends upon 4 reasons

- i- Knowledge
- ii- Beliefs
- iii- Attitude
- iv- Values

II- Resources: People sometimes cannot afford a healthy living.

III- Culture: It is a way of life in a community. They are there over hundreds of years. It has great influence on behavior.

Changes in behavior

- Natural changes
- Planned changes

Means of improving behavior:

1- Using force: threats or other forcible means, the effect is not long lasting.
2- Giving ideas or information: beneficial but not very effective.
3- Meeting and discussing the problems.

Health education program

The health educator: they are specialists in health education. Health workers such as dentists doctors nurse – should also practice health education on the job. He should speak the native language and preferably from the same country and region as they would be familiar with the social and cultural values of the community.

Preparing and educational program

1- **Collecting information**

How to collect information:

Three main ways of collecting information

1- Observation, which is collection of information by watching and listening.
2- Interviewing.
3- Records and documentation.

2-**Understanding the problem**
3-**Deciding on priorities, objectives and actions.**
4-**Identifying and obtaining resources:**

i- Resources inside the community
ii- Resources outside the community
iii-Appropriate resources

5-Health education resources

Local media: proverbs, stories, songs, poster

Outside media: newspaper, radio.

6-Selecting appropriate methods
7-Evaluating results

On going evaluation should accompany the program.