

# CHAPTER-ONE INTRODUCTION TO HEALTH EDUCATION AND PROMOTION

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# Learning objectives

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At the end of this chapter the students are expected to:

- ❖ Differentiate among health information, health education and health promotion.
- ❖ Discuss the rationale of health education
- ❖ Explain the ultimate goals and educational objectives of health education.
- ❖ List principles of health education.
- ❖ Describe levels of health education in diseases prevention.

# Historical Development of H/E

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- As a practice as old as human being
- As a profession in the world  $\sim > 100$  years – USA
- Health belief model 1966: the oldest model
- As a course: Gondar Health science  $\sim 1954$
- As a profession in Ethiopia: JU  $< 10$  yrs

# Evolution of HE/HP

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There have been three revolutions in public health:-

## The First Public Health Revolution

- Fight against communicable/infectious diseases, malnutrition and environmental factors over which people had little control (water, basic sanitation, food security)
- Health Education had already been taking part during this first revolution

## The Second Public Revolution

- Fight against non-communicable diseases over which people had some personal control, when social conditions and context were favorable (obesity/healthy diet, sedentary lifestyles/exercise, addictions, abuse, mental health, risky behaviors)

# Evolution of HE/HP...

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## The Third Public Health Revolution –the ‘Birth of Health Promotion’

- Is about health Promotion (since 1974)
- Health promotion is viewed as a strategic activity to promote health as a “resource for every day life”,
- and there fore, health promotion focuses on wellbeing and quality of life, for which it is necessary to empower communities for action

# *CONCEPTS OF HEALTH EDUCATION AND HEALTH PROMOTION*

# Brainstorming

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- What is Health education ?
- What is Health information dissemination?
- What is Health promotion
- What are the d/fce b/n HE, HI & HP?

# Health Education

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- Health education has different definitions
- But almost all mentioned that health education is the process of *behavior change towards healthy life*
- A person's behavior may be the main cause of a health problem, but it can also be the main solution
- Through health education we help people to understand their behavior and how it affects their health and encourages people to make their own choices for a healthy life
- "Health education ;is a process that *Informs, Motivates, and Helps* people to adapt and maintain healthy practices and life styles;



# What HE really means?

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- ❖ HE is “Any combination of learning experiences designed to facilitate voluntary action conducive to health”

*Elaboration of the definition:*

- ❖ *Combination:* the importance of matching multiple determinants of behaviors with multiple learning experiences or educational intervention
- ❖ *Designed:* health education is not incidental learning experiences as a systematically planned and organized activity
- ❖ *Facilitate:* creating favorable condition such as predispose, enable, reinforce

# What HE really means?...

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- ❖ *Voluntary*: with full understanding and acceptance of the purpose of the action
- ✓ In health education we do not force the people to do what we want them to do, instead our effort is to help people to make decisions and choices by themselves. [*Informed decision making*]
- ❖ *Action*: behavioral steps/measures taken by individuals, groups or community to achieve the desired health effect.