



CHAPTER 6

HEALTH EDUCATION WITH INDIVIDUALS, GROUPS AND COMMUNITY



Learning objectives

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

- ☐ *Discuss HE with individuals*
- ☐ *Discuss H E with Groups*
- ☐ *Discuss HE with community*
- ❖ *Social mobilization*
- ❖ *Social marketing*
- ❖ *Advocacy*

Health Education with Individuals

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- It takes place when you exchange opinions, feelings or ideas and information with another person.
- It can be **more powerful** than any other method of communication in **bringing about behavioral change**.
- **Creates mutual understanding with the other person**
- Get to know each other more closely.
- Creates the opportunity to discuss problems which are sensitive and need special handling

By:- yitbrek W. 5/30/2020


1. Counseling

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- ❖ Counseling is one of the educational methods most frequently used in health education to help individuals and families
- ❖ Is a helping process where by one person explicitly, and purposefully, gives his /her time to assist clients *to explore their own situation, and act up on a solution.*
- ❖ The process by which,
 - ✓ We first *understand the problem*, and then
 - ✓ Help the *people to understand their problem*, and then
 - ✓ We need to *work together* with them to find solution that is appropriate to their situation.
- ❖ Counseling means helping individuals *to choose but not forcing them to do so.*

Steps in counseling



1. Helping the client to identify his/her problem
 2. Helping the client to discover the cause of the problem
 3. Encouraging the clients to look at many possible solutions to the problem
 4. Encouraging the client to choose the most appropriate solution which best suits for his/her circumstances.
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Principles of counseling



- ❖ Leave the right to decide for the client.
- ❖ Ensure confidentiality
- ❖ Tell the truth
- ❖ Know what you are talking about
- ❖ Realize the limits in counseling



Rules for counseling

- A) Good relationship ;show concern and a caring attitude
- B) Feelings: understanding and acceptance for people feelings
- C) Empathy: is understanding the person's verbal and emotional behaviors
- D) Participation: counselor should work with the clients towards the solution.
- E) Privacy and confidentiality: the information must be kept secret
- F) Provide Information: although counselors do not give advice they should share information and ideas on resources which the clients need in order to make a sound decision. He/she should provide simple facts during decision to help

Approaches to counseling

- ❖ The **GATHER** approach to counseling;
- **G-Greet** the individuals/clients by name: show respect and trust, tell the discussion is confidential
- **A-Ask** about his/her problem, measures he/she took to solve the problem and how he/she believes you can help the client.
- **T-Tell** any relevant information he/she needs to know.
- **H-Help** them to make decision: guide them to look at the various alternatives, and help them to choose solution/s which will best fit for their circumstances.
- **E-Explain** any misunderstandings. Ask questions to check understanding of important key points and repeat the key points by their own words.
- **R-Return** to follow-up on them: make arrangement for follow up visit or referral to other agencies. If follow-up visit is not necessary give the name of someone they can contact if they need help.

Counseling...

Objectives of counseling

1. Understand the cause of the problem
2. Look for possible solutions
3. Reach at decisions
4. Take action

Qualities of good counselor

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- Respect for dignity of others
- Open or non-judgmental
- Active listener:
- Try to avoid
 - Day dreaming
 - Jump to conclusion
 - Reacting to specific words
- Empathetic and caring
- Knowledgeable
- Honest, sensitive and self-discipline.