

CHAPTER FOUR HEALTH COMMUNICATION

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Learning objectives

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

- ❖ Define communication & health communication*
- ❖ Explain objective & roles of health communication*
- ❖ Discuss communication model & component & process of communication*
- ❖ Explain forms & types of communication*
- ❖ Barriers to effective communication*

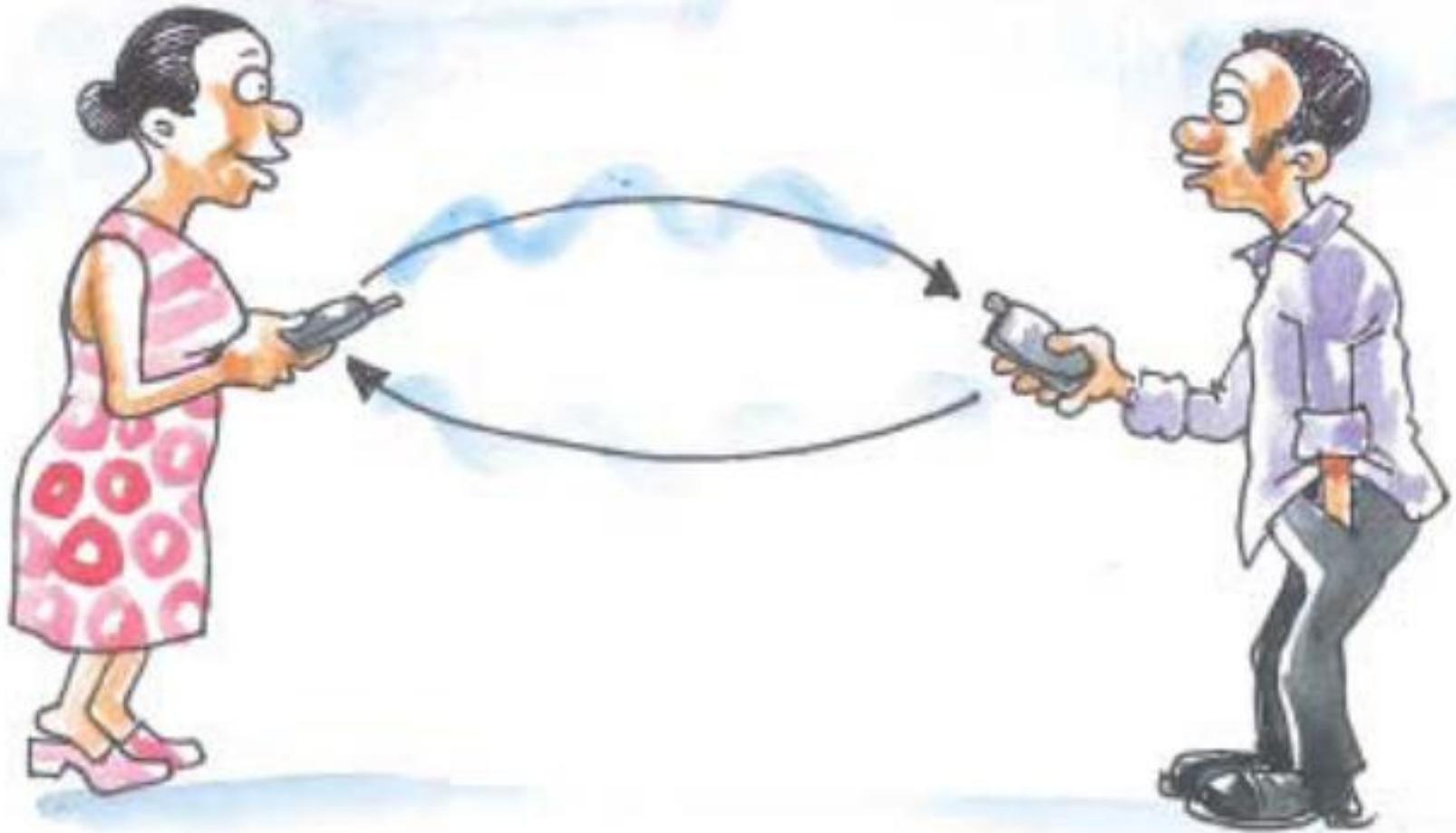
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- Is communication mere talking??????????
 - When does talking become communication??????????

Only when it is understood!!!!!!!!!!!!



What is Communication?

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What is communication?

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- ❖ **Communication**; is the process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a **common or mutual understanding** of the meaning and the use of the message.
- ❖ so communication uses/helps to share information, give instruction, give feed back and express feeling

What is Health communication...

- ❖ **Health communication** is the art and technique of informing, influencing, and motivating individuals, institutions, and large public audiences about important of health issues based on sound scientific and ethical consideration.
- ❖ That means health communication can take place at a number of different levels : **The individual** , Social networks (family) , The organization , Communities and Society level

Objectives of Communication

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- ❖ We always have *four general objectives*:
 - ✓ To be received (heard or read)
 - ✓ To be understood
 - ✓ To be accepted
 - ✓ To get action (change of behavior)

Principles of communication

A) Perception

- ❖ For communication to be effective the perception of the sender should be as close as possible to the perception of the receiver.

B) Sensory involvement

- ❖ The more sensory organs involved in a communication the more is its effectiveness from their cumulative effect.

C) Face to face

- ❖ The more communication takes place face-to-face the more its effectiveness.

D) Feedback

- ❖ Any communication without two-way process is less effective because of lack of opportunity for concurrent, timely & appropriate feedback.



The role of health communication

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- Increase knowledge and awareness of a health issue, problem, or solution
- Influence perceptions, beliefs, attitudes, and social norms
- Prompt action
- Demonstrate or illustrate skills
- Show the benefit of behavior change
- Increase demand for health services
- Reinforce knowledge, attitudes, and behavior
- Refute myths and misconceptions
- Help coalesce organizational relationships
- Advocate for a health issue or a population group

Communication model

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A) Linear (one –way) model

- The flow of information from the sender (source) to the receiver is one-way or unidirectional
- The communication is dominated by the “sender’s knowledge”. “Information is poured out”
- This model does not consider feedback and interaction with the sender
- A familiar example is the lecture method in class rooms