

TEACHING METHODS AND MATERIALS (HLMs)

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session Objectives

At the end of this course, you will be able to:



Differentiate different HE method



Describe common Health Learning Materials



Describe strengths and limitations of different health learning materials

TEACHING METHODS

- Methods of Health Education are simply strategies or approaches used by a health educator to deliver the health education program or session.
- HE methods refers to ways through which messages are conveyed to help solve problem related to health behaviors
- Different HE methods can be employed to provide effective and proper learning experience for those who need it. These are;
 - 1) Formal education
 - 2) Informal education

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TEACHING METHODS

- The selection of tools and methods depends on:
 - The message
 - The purpose
 - The audience
 - The occasion/setting
 - Available resources
 - Available skills

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TEACHING METHODS

1) **Formal education** is a systematic way of arranging the teaching learning program

- It is scheduled and structured so as to be followed strictly
- Commonly used formal HE methods include:
 - Conference - Panel discussion
 - Symposium - Seminar
 - Workshop - Lecture

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TEACHING METHODS

2) **Non-formal education:**

- This is an opportunity for people who need to learn based on their schedule
- Commonly used informal HE methods:
 - Health talk - Group discussion
 - Brainstorming - Demonstration
 - Buzz group discussion - Drama
 - Role play

❖ **A health educator is concerned with both methods**

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LECTURE

- It is simple, quick and traditional way presentation of the subject matter
- The speaker should organize his thoughts and ideas
- The talk should be prepared in a logical manner and can talk uninterruptedly
- Strengths
 - Presents factual material in direct, logical manner
 - Useful for large groups
- Limitations
 - Audience is passive
 - Communication is one way

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SYMPOSIUM

- Is a type of lecture where different people are asked to give lectures on the same subject.
- Each one of them prepare a different topic
Eg. HIV: prevention, treatment, care and support
- A chair person is arranged
- Advantage is that different views are given to the audience
- Disadvantage of symposium
 - If the speakers do not consult each other beforehand, there would be redundancy of information
 - No audience participation and feedback
 - Applied only to matured group who can synthesize and appreciate the different point of views.

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SEMINAR

- Seminars are educational events that feature one or more information primarily via lecture and discussion.
- A seminar is a lecture or presentation delivered to an audience on a particular topic or set of topics that are educational in nature.
- It is usually held for groups of 10-50 individuals for about an hour though usually not in practice
 - Are usually with reference to educational institutions
 - High levels of academic discussions
 - The purpose is to study a subject matter

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CONFERENCE

- Conference refers to meeting for discussion where representative of various stakeholders participate.
- Conference has a far broader spectrum of meaning than the other three (seminar, workshop, symposium).
- Not limited to academic activities only

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WORKSHOP

- Is a meeting of people to work together in a small group on certain relevant problems
- A period of discussion and practical work on a particular subject in which a group of people share their knowledge and experiences.
- It is helpful to develop policies, programs and methodologies

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PANEL DISCUSSION

- Is a meeting where experts (two or more) are invited to make short presentation or speak on different aspect of the same subject area or theme.

Eg. Theme-mental health in Ethiopia.
 - Expert1: history of mental health in Ethiopia
 - Exeprt2: Mental health and health policy
 - Expert3 :Future of mental health

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**GROUP
DISCUSSION**



- Modern educational method
- It's a collective thinking process to solve problems
- It is a valuable educational method because:
 - Different group members participate in identifying problems
 - All members of the group have equal chances of participation
 - Create more interaction
 - Useful because of the commonness of goal and collective planning and implementation.

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**GROUP
DISCUSSION**

- Strengths
 - Pools ideas and experiences from group
 - Allows everyone to participate in an active process
- Limitations:
 - Not practical with more than 20 people
 - Few people can dominate
 - Is time consuming

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BRAINSTORMING

- Is a means of eliciting response from the participants about their ideas and solution on health issues
- Instead of discussing the problem at great length the participants are encouraged to make a list in a short period of time all the ideas that come to their mind regarding the problems without discussing among themselves

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BRAINSTORMING

- Advantages:
 - Allows creative thinking for new ideas
 - Encourages full participation because all ideas were equally recorded
 - Draws on group's knowledge and experience
- Disadvantages:
 - Can be unfocused
 - If not facilitated well, criticism may occur

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Health Learning Materials (HLMs)

- HLMs are those teaching aids which give information and instruction about health specifically directed to a clearly defined group of audience.
- HLMs support the communication process and bring about desired changes on the audience
- There are four types of health learning materials:
 - Printed HLM
 - Audio HLM
 - Visual HLM
 - Audio-visual HLM

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How to select different Types of HLMs

Criteria's to select appropriate HLMs

The Goal And Objectives

Cost

Target Audience

The message

Settings And Activities

Availability of resources

Method fitness

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Printed HLM

- Is the production of multiple copies of an original image usually using ink pressed on to paper.
- It involves the exchange of facts, ideas, and opinions through a written instrument or materials.
- It can be used as a medium in its own or as support for other kinds of media.

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Printed materials

Example of printed HLM materials

1. Poster

2. Flipcharts

3. Leaflets

4. Booklets

5. News paper etc.

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A. Poster

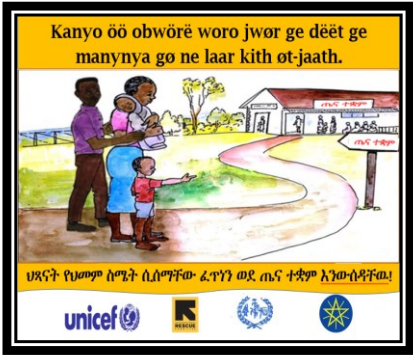
- Poster is a large sheet of paper often with a size of 40cm wide and 60cm high.
- A poster consists of words and pictures or symbols that include a message on it.
- The symbols/picture used should be understood irrespective of educational status.



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Poster...

- All words should be in language the community understand or in two languages.
- The words should be few and simple to understand -contain a maximum of 7 words.
- Put only one idea on a poster. If more than one idea use a flip chart.



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Poster...

- It is better to use life picture if possible
- It should attract attention from at least 10m away.
- The poster should encourage practice - action oriented.
- Posters should contain the following information;
 - The year of publication
 - The place
 - The sponsoring organization



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Purpose of posters

- To reinforce/remind a message the public is receiving through other channels.
- To give information and advice.
- To give directions and instructions for actions. E.g. AWD prevention.
- To announce important events and programs. E.g. World AIDS Day.

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Poster utilization

- Post them in a place where many people can see them when passing by (e.g. market places, meeting halls, Health facilities, etc.)
- Ask permission before putting poster on a house or building.
- Never put posters on sacred or worshipping places.
- Do not leave a poster up for more than one month.

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Flip chart



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- Are a series of pictures that are bind together, usually at the top, and can be turned over by the educator.
- Is made up of a number of posters on a related subject that are shown one after the other.
E.g. 'how to dress a small wound'
- Are good to present several steps or aspects of a central topic
- Flip charts are best used with small groups.
- They are not put around the community like posters.

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Flip charts

- **Purpose**
 - To give information and instructions
- **Content**
 - There should be a single separate idea on a chart.
 - The arrangement should follow a logical order.
 - The words chosen for each picture should be simple and short.



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leaflets or flyer (handbill)



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- Leaflet or flyer is a single sheet of paper, folded up in 1/2 or 1/3 and printed on both sides.
- The most common used print media in health education.
- If Leaflets can be larger with two or more sheets of paper, it can be 'booklets'.

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Leaflets

- It can explain things in more detail.
- They are also helpful for sensitive subjects
- Can provide people with enough basic information

Audio HLM

- Includes any thing heard such as spoken word, health talk, music, etc.
- Radio and audio cassettes are common audio aids.
- Main characteristics:
 - Are effective when they are based on similar or known experience
 - Could be distorted or misunderstood when translated
 - They are easily forgotten.

Audio...

- Radio is a very powerful tool because no other mass media reaches more people than radio.
- Radio can reinforce the message that people received through other channels.

Visual HLM

- Include something seen, for example **models, real objects, photographs** and **pictures**. Written words are not included under visuals.
- Visuals are one of the strongest methods of communicating messages, especially where literacy status is low.

Characteristics of Visual HLM

- Provide clear mental picture of the message
- Enhance understanding
- Help develop memory

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Real objects



- Are just that-real. If your display is on 'family planning methods', you would display real IUDs, pills, condoms, and diaphragms.

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Models

- Are three dimensional objects which look like the real objects.
- Are prepared to imitate the actual objects
- Models might be used for 3 reasons:
 1. If the real objects are not available
 2. If the real object is too big to display.
 3. If the real object is too small to be seen easily.

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Audio-visual aids

- Audio visuals are multi-sensory materials which combine both seeing and listening.
- Include TV, films

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Audio-visual

Strength of Audio-visual aids

- They show real life situation and entertainable.
- It is self-explanatory.

Limitation of Audio-visual aids

- Electricity or battery should be available.
- They are expensive and complex to produce.
- They are one way communication

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The role of HLMs

- Can speak to the people without the presence of communicator.
- It serves as channel to carry a message to target audiences.
- Can enhance the understanding
- It can remind the public the message they can received from different sources.

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End of HLMs in HE

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Health Education
at
Individual, Group &
Community Level

session
Objectives

At the end of this course, you will be able to:

 Describe Health education approaches used for individual level health education

 Describe Group Health education

 Understand the different strategies applied in Community Health education

Health
Education with
Individuals

- 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
- Creates the opportunity to discuss problems which are sensitive and need special handling

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Health Education
Methods with individuals

Counseling

Advice

Home visit

Patient education

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Counselling

- Counselling is one of the approaches most frequently used in health education to help individuals and families.
- Counselling 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

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Counselling

- Counselling is a process of helping a person to learn how to solve certain interpersonal, emotional and decisional problems
- Counselling is client - centred — specific to the needs, issues circumstances of each individual client
- Directed towards developing autonomy and self responsibility in clients, where counsellor's role is to help the client help himself or herself.

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Steps in
Counselling

- 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

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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 counselling

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Steps in
Counselling

- **Good relationship** (show concern and a caring attitude).
- **Feelings:** counsellor should develop empathy for people feelings, not sympathy
- **Participation:** counsellor should work with the clients towards the solution.
A counsellor should never try to persuade to accept advice
- **Privacy and confidentiality:** the information must be kept secret from all other people, even from the clients' relatives.
- **Provide Information:** although counsellors do not give advice they should share information which the clients need in order to make a sound decision

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Qualities of good counselor

- Respect for dignity of others
- Open or non-judgmental
- Active listener
- Empathetic and caring
- Knowledgeable
- Honest, sensitive and self-discipline

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Pitfall for counseling

- Directing and leading the ideas of the clients.
- Minimizing the client's problem
- Judging and evaluating the patients through statement
- Using words such as "should" and "must"
- Not accepting the clients feelings
- Pushing or threatening the client
- Encouraging dependency
- Advising the client
- Taking responsibility for the client's problem and decisions

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Approaches to counseling

GATHER

- **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

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Approaches to counseling

- **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: 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

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Approaches to counseling

Individuals counselling

- Patients and clients at health institutions
- Child at school
- Mother at her home

Group counselling;

- Group of children at school.
- Family members during home visit

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Advice

- Advice is an opinion/suggestion what could be done about a situation or problem.
- Advice is.....
 - An opinion given for someone by experts as to what to do and how to do something.
 - An opinion recommended or offered as worthy to be followed.
- In advice, the decision is made by the health worker and the clients are expected to follow the decision made by the health workers. But, in counselling the decision are made by the clients themselves

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Advice

- Advice is not appropriate in health counselling for two reasons
 - 1st: if the advice is right, the person may become dependent
 - 2nd: if the advice turns out to be wrong, the person will no longer trust the counsellor

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Characteristics of good Advice

- Epidemiologically correct
- Affordable
- Requires minimum time/ effort
- Realistic.
- Culturally acceptable
- Meets a felt needs.
- Easy to understand

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Home Visit

- Home visit is one of the primary service delivery opportunities we have for health education.
- It is considered as the backbone of community health service
- Home visiting is a mechanism to provide direct support for families which involves direct services to the family in the home setting.
- Home visit are important to understand the real back ground of families, their living conditions and the environment.

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The purpose of home visit

- Observe the environments and the behaviours that affect the health of the family.
- Provide health information
- Keeping good relationship with families and people.
- Encourage the prevention of common diseases
- Detecting and improving troublesome situation early.
- Follow up of patients
- Informing people about important community events
- More realistic and people feel free to talk when they are in their home

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Patient Education

- Patient education is defined as **“helping patients to become better informed about their condition, medical procedures, and choices they have regarding treatment”**
- Patient education is important to improve patients' health and quality of life.
- It can be used for changing or reinforcing patients' knowledge, skills, values, or choices related to their health care decision.

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Patient Education

- Providing health information to patients is important
 - To help them to actively participate in the health care plan
 - To decrease the possibility of complications by teaching patients about medications, lifestyle modifications and self-monitoring ways
 - To have a positive impact on the health care outcome

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Why is patient education important?

- Patient- client education is an essential component of nursing & medical care
- Patients - Clients have the right to expect & receive comprehensive nursing & medical care.
- It enables to take the responsibility to under take activities related to promotion, prevention & rehabilitation

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Factors that influence patient education

- Language
- Attitudinal / Perceptual barrier
- Age of patient
- Educational level
- Gender
- Cultural barrier

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Health education with groups



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Group Health Education

- Group: is a gathering of two or more people who have a common interest.
- A group is not just a collection of people
 - ✓ They should share some characteristics and interact,
 - ✓ A group is more than the sum of the individuals that make it up
 - ✓ Groups can often do things that several individuals could not do by themselves.
 - ✓ Groups support their members in the practice of health behaviour.
 - ✓ They also enable people to learn from each other.

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Why we need to work with group ?

- It provides support and encouragement - to maintain healthy behaviour.
- It permits sharing of experience and skills - people learn from each other.
- It makes possible to pool the resource of all members - it may be impossible for a family to build a protected well

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Formal groups

Formal groups: are well organized kind of group

- Characteristics of formal groups
 - ✓ Has a purpose or goal
 - ✓ There is a set membership.
 - ✓ There are recognized elected leaders.
 - ✓ Organized activities such as regular meetings.
 - ✓ There are rules that the member agrees to follow
 - ✓ Sense of belongingness - We-feeling

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Informal groups

Formal groups: are not organized groups

- Characteristics of informal groups.
 - No special purpose or goal
 - Some common features
 - No special membership and feeling of belongingness (no membership requirement)
 - No special rule applies: people come and go at their will.
 - No special leader within the group.
 - I-feeling

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Education with formal group ?

- It is possible to plan educational programs, since they:
 - Have definite purposes and interests
 - Have group leaders who can mobilize them
 - Have commitments to meet regularly and take action, and members know each other.

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Education with informal group ?

- Find out common interests and needs of each individual in the group.
- Develop relationships and encourage participation.
- Try to make people in the group feel welcome-hospitality.
- Point out their common interests, needs and their backgrounds - literate/illiterate, rich/poor, male/female, etc

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Group dynamics

- Is the functioning of groups
- Is the aspect of the group which tells us what is happening among the group members or in the group itself

- Size of a group
- Background of the group members
- The nature of the task
- Group decision-making
- Pattern of leadership
- Individual roles of members

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Health Team

- A team is a special type of group who has special purpose or goal.
- In a team each member has special skills or responsibilities.
- A health team contains different categories of health professionals like nurses, lab professionals, sanitarians, radiologists, anesthetists, medical doctors and health officers.
- Even though they have different responsibilities, all the team members are equally important to solve health problem of the community

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Health Team

The goal of a health team

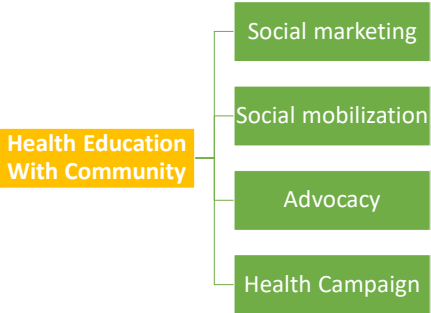
- To improve and maintain health of the community it serves.

Why health team?

- Many health problems are difficult to deal with alone.
- To share experiences.

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Social marketing

- It is the process by which a voluntary behaviour is promoted by
 - Offering the benefit they want,
 - Reducing the barriers they concerned about, and
 - Using persuasion to motivate their participation in program activity.
- Is the application of marketing techniques to plan, implement and evaluate a program that designed to influence voluntary behaviours of the target audiences in order to improve their health condition

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Key elements of social marketing 4Ps

- Product: refers to the offering in exchange with the consumer for a price.
- The suggested action or behaviors change must be relevant, necessary and presented in an attractive ways.
- Social marketing products
 - Idea – attitude, belief, value etc
 - Practice – showing how to use the product
 - Tangible objects –condom , drugs etc

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Key elements of social marketing 4Ps



PRODUCT



PLACE



PRICE



PROMOTION

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PRODUCT

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PRICE

- When products are sold, the consumer usually exchanges money for a given product or service and the benefit it provides.
- The product must be affordable.

E.g. Fee for counselling, time and inconveniences (waiting), money paid etc.

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PLACE

- It is the place in which the product is offered.
- The services/products must be accessible and available where the users are most likely to find it.
E.g. hospitals/shops for delivery of products such as condom, FP Methods,etc

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PROMOTION

- Communication aspects of social marketing that may involve repeated advertisement of the key message, publicity, personal contacts and other approaches.
- It is to inform the consumers about the existences of the products, its benefits, its costs, where it is available and how to get it.
- For example, delivery of the messages through different channels such as mass media and personal communication

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**Social
Mobilization**

- Is the process of organizing communities and its resources to support them to use their own potential and resources .
- It is the process by which
- We bring each individual to one unit or group;
- Get the process to examine the needs, its usefulness and
- Applicability in the prevailing situation at the location.
- Social Mobilization characters are centered in the bottom-up planning approach, which is targeted for the benefit of the vulnerable groups

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**Social
Mobilization**

- It involves empowering the social group/ local community by providing information and knowledge which is relevant to the problem.
- Another emphasis of this process is utilization of the local resources for development

Objectives

- To ensure that full and positive participation of the community members in the programs

Target audiences

- Community members and civil societies

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ADVOCACY

- Advocacy'The process of influencing key decision-makers and opinion-leaders (individuals and organizations) for changes to policies and practices that will work in people's favor.'
- It is the act or process of persuading and influencing decision makers at various levels to get them support an issues
- Advocacy is always directed at influencing policy, laws, regulations, programmes

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**Social
Mobilization**

Objective

- To ensure that a supportive policies and laws are in place.

Target audiences

- Government leaders, Policy makers, Parliamentarians
- Community leaders, Donor agencies
- Relevant public institutions etc

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Health Campaign

- Campaign can be planned to promote knowledge, skills, attitude and values relating to particular health issue.
- Public awareness is the first key to accomplish a successful health campaign.
- The information is provided in every available channel of communication, including town criers, posters, public addressing systems, announcement at public meeting places, and if possible, radio and newspaper coverages

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Health Campaign

Health campaigns are of two types:

- 1) **Public health campaigns** - when the health staff makes the decision.
- 2) **Community managed program campaigns** - the decision is made by the community and health professionals play facilitating roles

- People need to know what is going to happen, when it will happen, and why the program is important to them.

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The End!!!!

THANK YOU!!!!

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