



INTRODUCTION TO HEALTH EDUCATION

Prof. Jehad Al Halabi

Health Education and Promotion
1712301
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Objectives

■ By the end of the class the student should know:

1. The definition of health education.
2. The aims of health education.
3. The principles of health education.
4. The contents of health education
5. The methods of health education.
6. How to practice health education.



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Definitions

Providing information and teaching people how to behave safely in a manner that promotes and maintains their health.

A continuing process of informing people how to achieve and maintain good health; motivating them to do so; and of promoting environmental and lifestyle changes to facilitate their objective.

The education of health behaviors that bring an individual to a state of health awareness.

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ALMA ATA DECLARATION (1978)

- **“ Health Education is a process aimed at encouraging people to want to be healthy, to do what they can individually & collectively to maintain health, and to seek help when needed ”**

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Definition of health promotion

Health promotion is the process of enabling people to increase control over and improve their health.

It moves beyond focusing on individual behavior towards various social and environmental interventions.

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Health Promotion
Vs
Health Education

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Health Education VS. Health Promotion

Health education involves teaching individuals and giving information to the public to achieve better health.

Health promotion motivates individuals to accept behavioral change by directly influencing beliefs, values, and attitudes.

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HEALTH PROMOTION VS HEALTH EDUCATION

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Health Promotion

1. Enable people to increase control over and improve their health.
2. It exerts influence on the social behaviors of people to make them understand the importance of healthy behaviors and attitude.
3. Health promotion aims to influence the behaviors of people so that they change their lifestyles to healthy ones.
4. Strategies of health promotion are designed to tackle not a single health problem but are used to promote health awareness among the population in general.

Health Education

1. Impart knowledge and skills to develop and maintain behaviors and attitudes that lead to better health and wellness.
2. Motivate people to feel the value of health and identify what is really important to them.
3. He will motivate people to adopt and sustain healthy lifestyles.
4. Health education will focus on a single problem to achieve a better understanding and give specific knowledge and information about it.

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HEALTH PROMOTION VS HEALTH EDUCATION

Characteristics	 Health Promotion	 Health Education
Definition	Health promotion aims to improve a person's health via education, consideration of psychological, as well as various cultural, social and political factors	Health education aims to inform people about health
History	1986 was the first formal conference on health promotion	1914-1939 was when the first public schools of health came into existence
Form it Takes	Policy development as well as educational materials; government agencies also collect statistics to inform their decision-making	Education in the form of lectures, notes pamphlets, seminars, and courses
Social & Political Factors	Increased emphasis in recent years	Not an increased emphasis
Government Policy	An important aspect, often policy is developed as a part of health promotion efforts for the population	Not important, policy is not a direct part of health education

<https://www.collidu.com/presentation-health-promotion-vs-health-education>

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10 AIMS & OBJECTIVES

1. To encourage people to adopt and sustain health-promoting lifestyles and practices.
2. To promote the proper use of health services available to them.
3. To arouse interest, provide new knowledge, improve skills, and change attitudes in making rational decisions to solve their problems; and
4. To stimulate individual and community reliance and participation to achieve health development.



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Principles of health education

1. Health education brings together the art and science of medicine & the principles and practice of general education.
2. Credibility مصداقيه: the degree to which the message to be communicated is perceived as trustworthy by the receiver.
3. Interest اهتمام is a psychological principle that people are unlikely to listen to things that do not serve their interest.
4. Participation: is the encouragement of people to work actively with health workers & others in identifying their health problems & developing solutions & plans to work them out.



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Principles of health education cont..

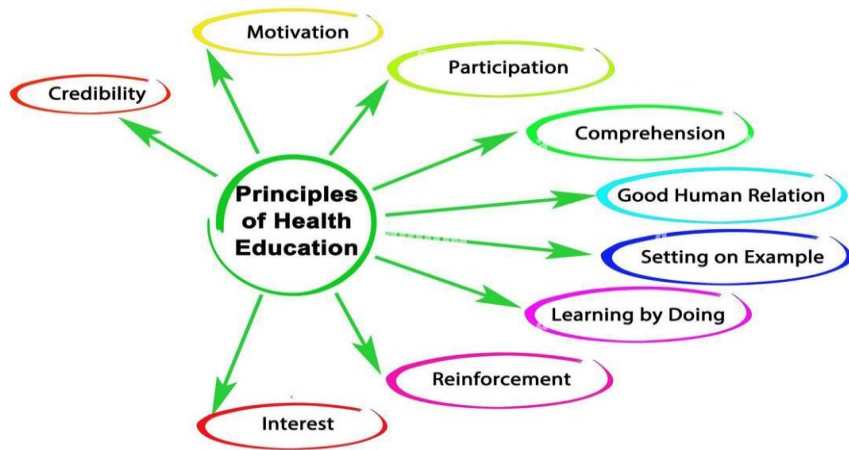
5. Motivation الحافز: is an important factor & it is contagious.
6. Comprehension الفهم: requires communicating in the language people understand and never use strange or new words.
7. Reinforcement تعزيز: if the message is repeated in different ways, people are more likely to remember it.
8. Learning by doing التعلم بالممارسة: learning is an action-process not a memorizing one.
9. Known to unknown معروف لغير معروف: starting with what people understand and then proceeding to unknown knowledge.
10. Good human relations: this is concerned with sharing ideas information and feelings to build good relations.
11. Feedback ردود الفعل: to modify elements of the system (message, channels).



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Contents of health education

The scope of health education covers every aspect of family and community health, it's divided into:

- 1. Human biology: i.e., how to keep physically fit, the effects of alcohol, smoking & drugs on the body.**
- 2. Nutrition: i.e., how to promote good dietary habits.**
- 3. Hygiene: personal and environmental.**

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Contents of health education continued...

4. Family health: how to promote the family self-reliance regarding i.e., childbearing & rearing.
5. Disease prevention and control: i.e., education of people about the prevention & control of locally endemic diseases.
6. Mental health.
7. Prevention of accidents.
8. Use of health services

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Practice of health education

Educational material should be designed to focus attention to provide new knowledge, to facilitate interpersonal & group discussion.

Audiovisual aids:

- Auditory aids (radio, microphones)
- Visual aids (chalkboard, leaflets, models & projection slides).
- Combined A V aids (television, cinema).



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17 METHODS IN HEALTH COMMUNICATION

Individual Approach	Group Approach	Mass Approach
➤ Personal Contacts ➤ Home Visits ➤ Personal Letters	➤ Lectures ➤ Demonstrations ➤ discussions	➤ TV ➤ Radio ➤ Newspaper ➤ Internet

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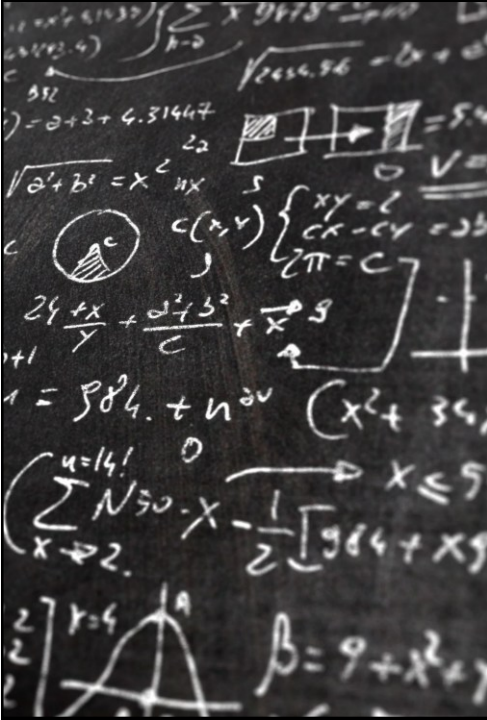
Planning & management

- Health education strategy in a local community must be formulated by its sociocultural, psychosocial, political, economic & situational characteristics.
- Health education planning follows the main steps in scientific planning:
 1. Collecting information on specific problems as seen by the community.
 2. Identification of the problem.
 3. Deciding on priorities.
 4. Setting goals & measurable objectives.
 5. Assessment of resources.

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Planning & management

6. Consideration of possible solutions.
7. Preparation of a plan of action:
8. Implementing the plan.
9. Monitoring & evaluating the degree to which stated objectives have been achieved.
10. Reassessment of the process of planning.

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Administration & Organization

Governments have a responsibility to assist & guide the health education of the general public.

A new division (Health education & health promotion) has been established by the World Health Organization it's called the division of public information & public relations.

Different individuals & organizations play a part in health education such as parents, teachers, friends, physicians, nurses, health workers, & various governmental & non-governmental organizations.



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Task 1

Read the article on the given link, below.
Write a summary (your words) of not more than 200 words on that topic. Submit before the next class on Teams.

<https://www.differencebetween.net/science/difference-between-health-promotion-and-health-education/>

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- Edelman, C. L., Kudzma, E. C., & Mandle, C. L. (2025). *Health promotion throughout the life span*. (11th ed.). St. Louis, MO: Mosby.
- Bastable, SB. (2022). *Nurse as Educator: Principles of Teaching and Learning for Nursing Practice* (6th Ed.). Jones & Bartlett Learning.
- <https://www.differencebetween.net/science/difference-between-health-promotion-and-health-education/>

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**The only thing more expensive
than education is ignorance**

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