

Principles of Health Promotion and Education

Community Medicine University Exam Oriented Handout for MBBS Students

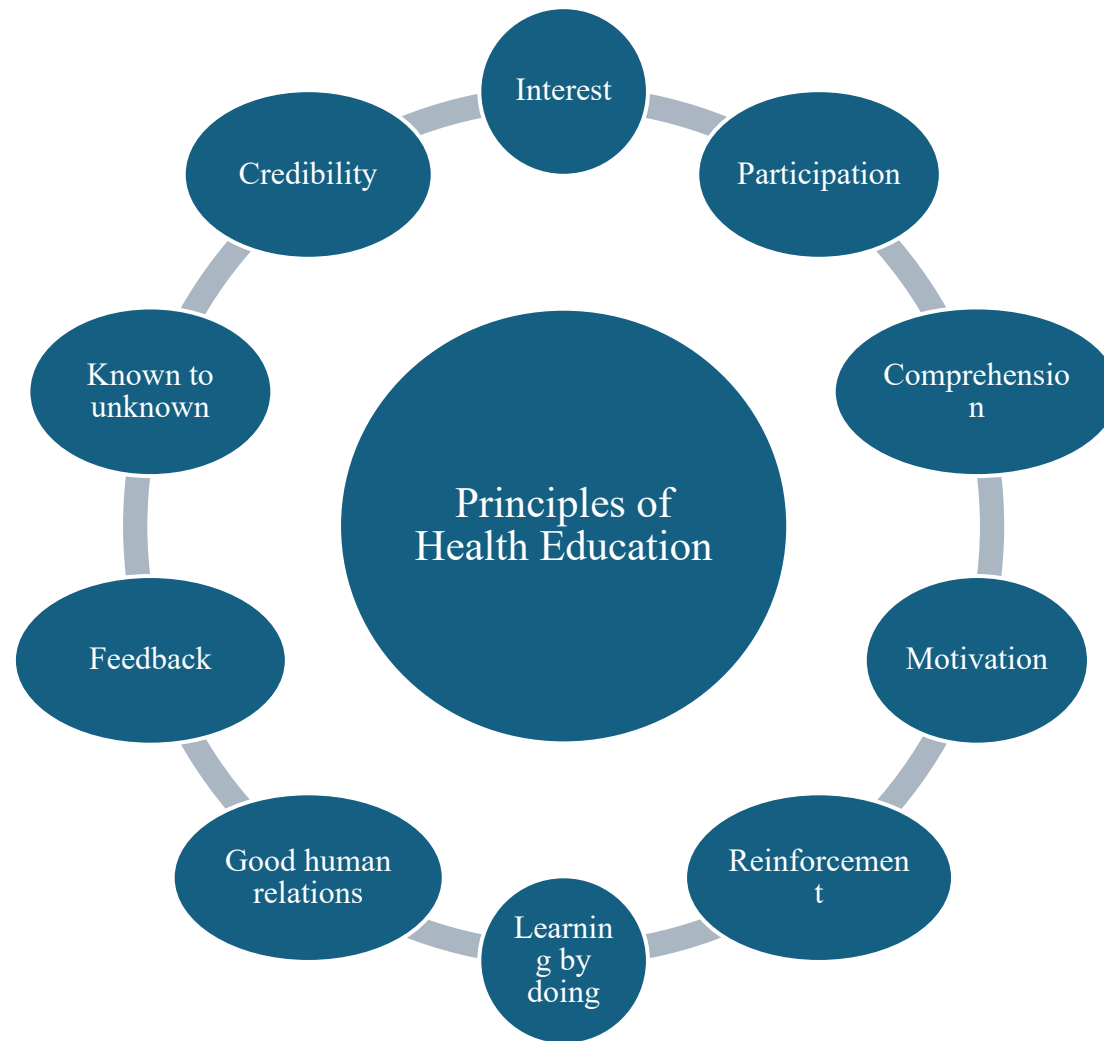
Communication: Definition: Transfer of ideas and information.

Process: Sender → Message → Channel → Receiver → Feedback	
Types	Barriers
1. Verbal	1. Physical
2. Non-verbal	2. Psychological
3. Formal	3. Cultural
4. Informal	4. Language
	5. Educational

Health Education

Objectives	Approaches	Models
<ol style="list-style-type: none">1. Knowledge2. Attitude3. Practice4. Community participation	<ol style="list-style-type: none">1. Regulatory2. Service3. Educational4. Primary Health Care	<ol style="list-style-type: none">1. KAP Model2. Health Belief Model3. Behaviour Change Communication Model

Levels of Health Education		
Individual Level	Group Level	Community Level
Used for one person or one family.	Used when small groups share common interests.	Used to reach large populations simultaneously.
Methods <ul style="list-style-type: none"> • Counselling • Personal interview • Home visit • Clinical consultation • Telephone counselling 	Methods <ul style="list-style-type: none"> • Lecture / Talk • Group discussion • Demonstration • Panel discussion • Role play 	Methods <ul style="list-style-type: none"> • Mass media campaigns • Health exhibitions • Folk media (street plays, puppet shows) • Health rallies • Radio / Television programmes
Advantages <ul style="list-style-type: none"> • Personalized advice • Immediate feedback • Better behaviour change 	Advantages <ul style="list-style-type: none"> • Exchange of ideas • Interactive learning • Efficient for teaching many people 	Advantages <ul style="list-style-type: none"> • Large coverage • Cost-effective • Rapid awareness creation
Example → Doctor counselling a diabetic patient.	Example → Health talk at Anganwadi centre.	Example → Pulse Polio media campaign.



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