

Health Education and Communication

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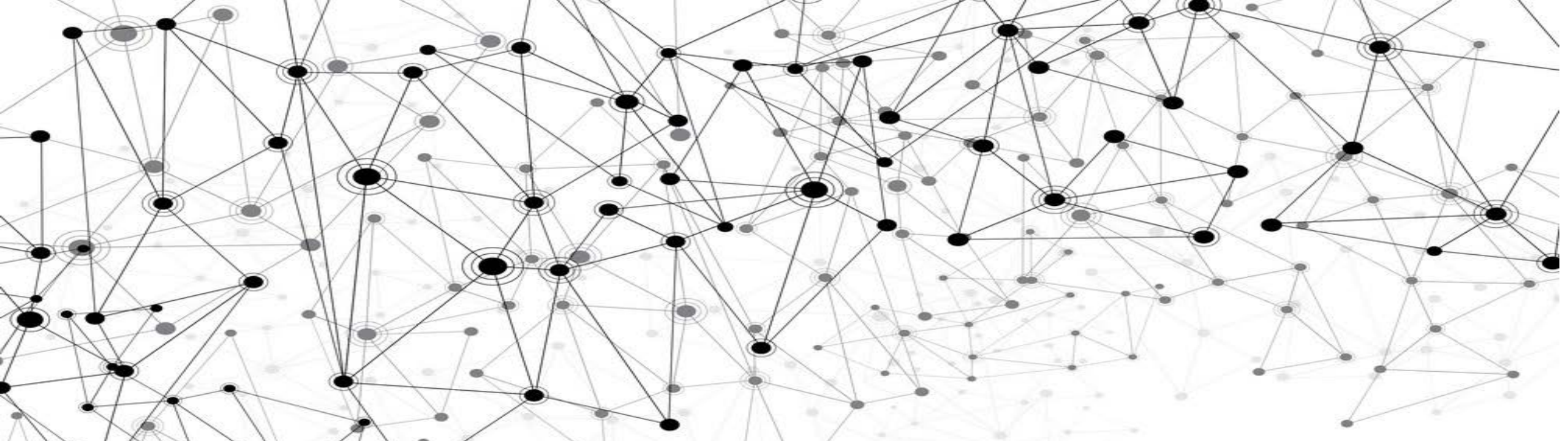
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Outline

- Overview
- Health Education Vs Health communication
- Communication Model
- WHO strategic communications framework



What is
communication?



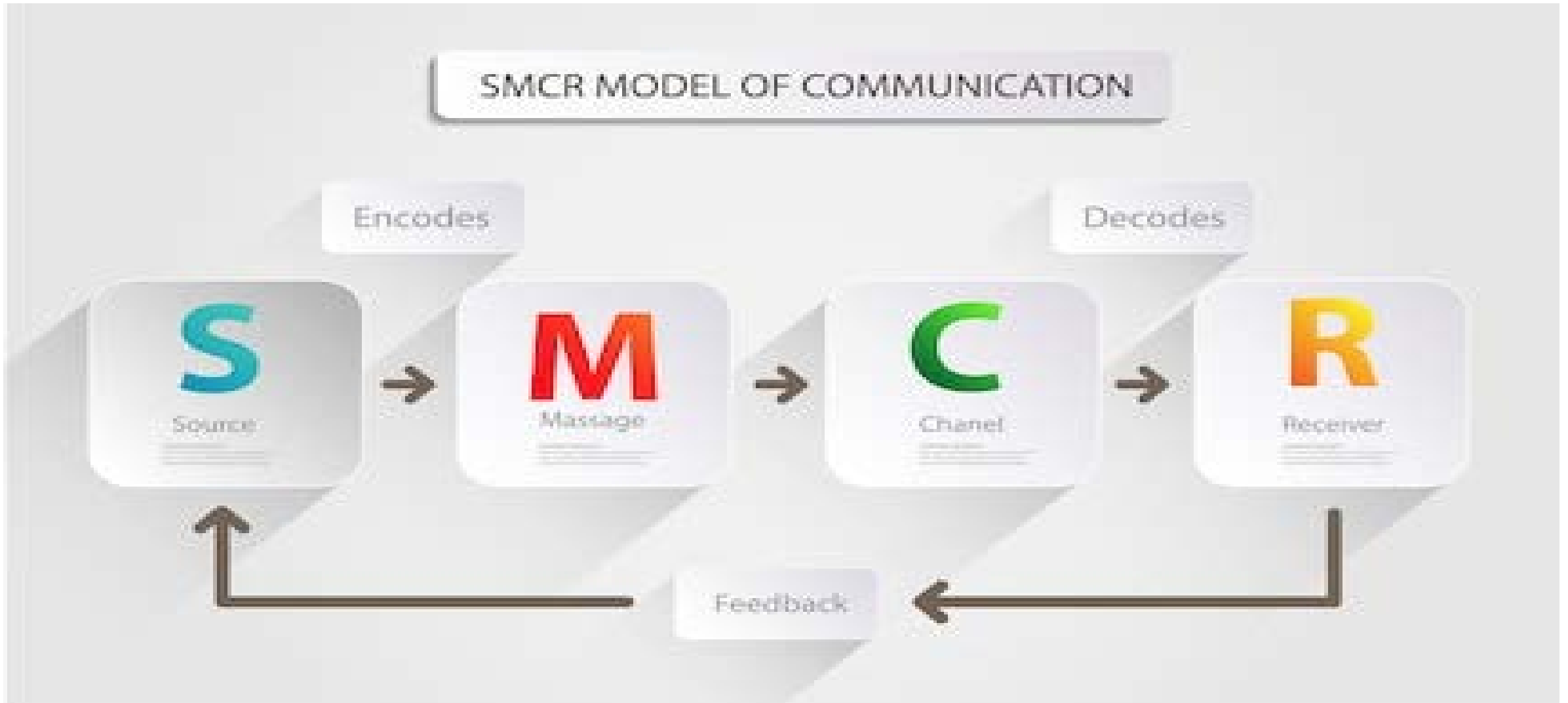
What is communication?

- Transfer, Conveying or exchange?
- “Communis” = Commonness or sharing
- To establish a relationship between sender and receiver



Effective communication

Sender elicits an intended response from receiver (repeatedly)



Sender must know



Objective

Audience:
interests &
needs

Message

Channel of
communication

Professional
ability

limitations

Message

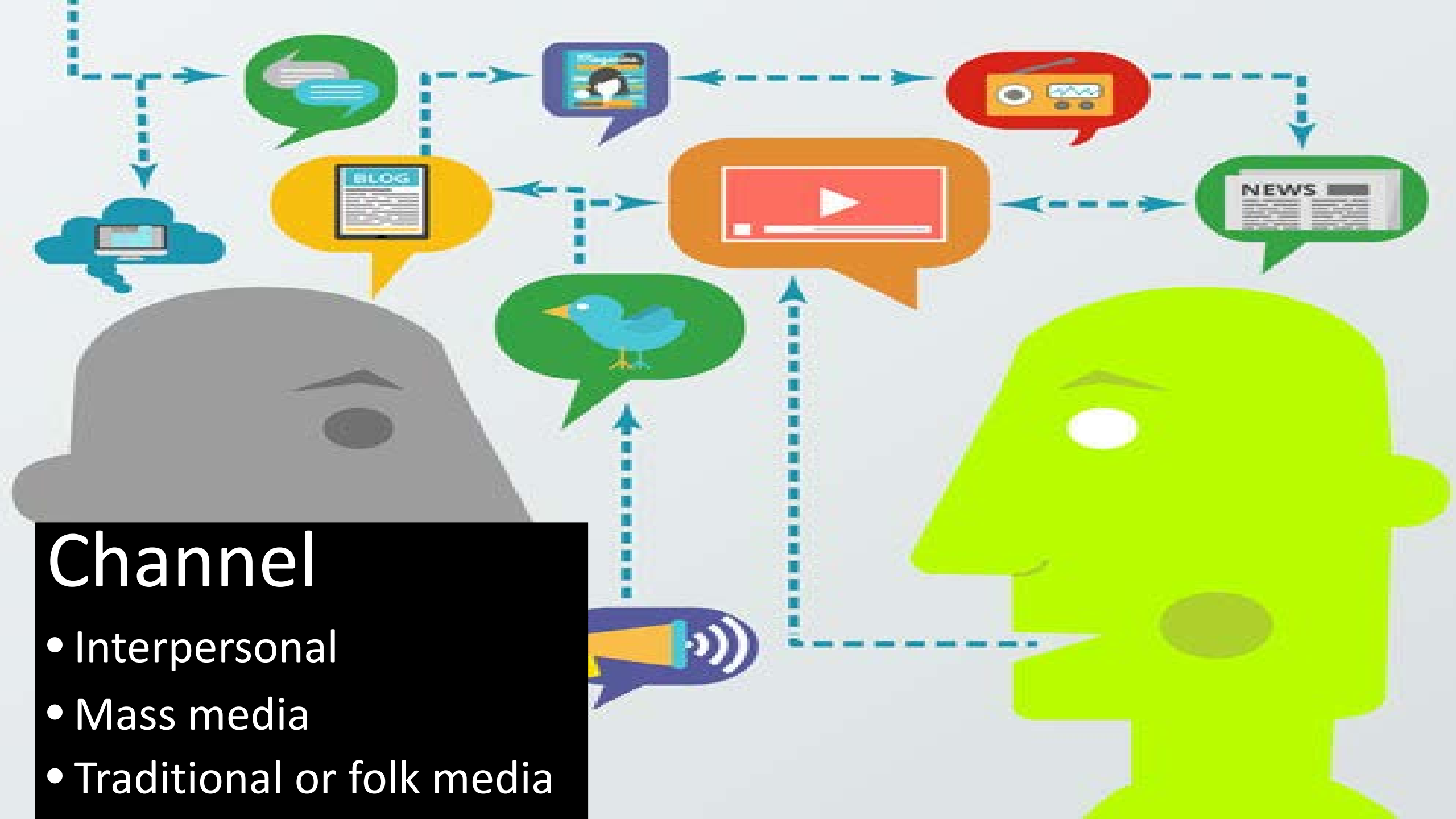
Line with objective(s)

Clear and understandable

Specific/timeliness/accuracy

Fitting the audience

Cultural and socially acceptable



Channel

- Interpersonal
- Mass media
- Traditional or folk media



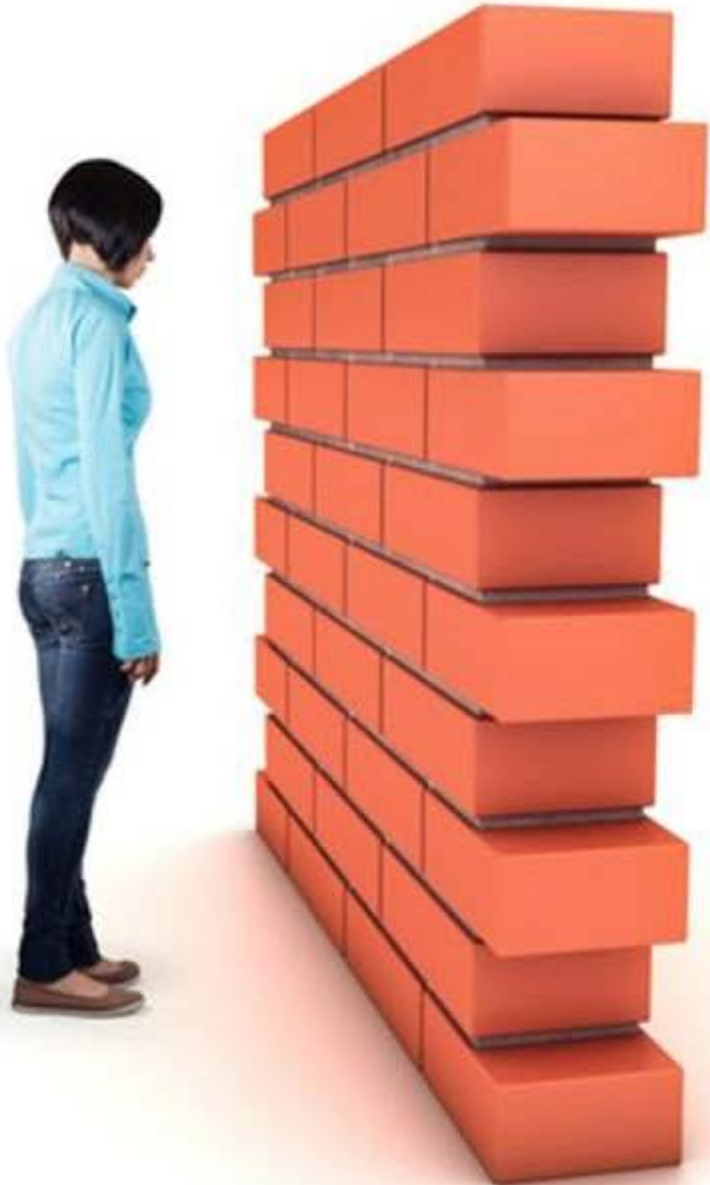
receiver

Single or group of people

Controlled/Uncontrolled audience



Barriers



Language

Psychological

Physical

Attitudinal

Cultural

environment

Category of communication

Individual

Group

Mass



Health communication

Information

Education

Motivation

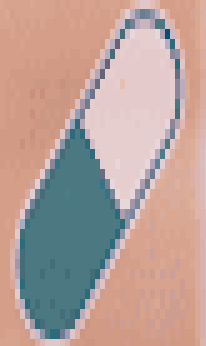
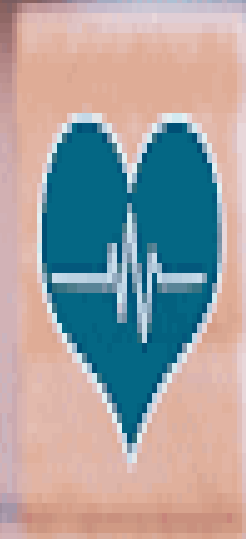
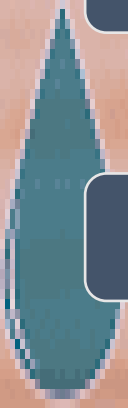
Persuasion

Counseling

Raising morale

Health development

Organization



Health Education

- Any combination of learning experiences designed to facilitate **voluntary adaptation of behavior conducive to health**
- Process by which individuals or group of people aim to
 - Promote health → want to be healthy
 - Maintain health → know how to stay healthy
 - Restore health → seek help when needed



Principles of health education

Credibility

Interest

Participation

Motivation

Comprehension

Reinforcement

Feedback

Learning by
doing

Known to
unknown

Good human
relations

Setting an
example

leaders

SMART Objective

Specific


Measurable

Appropriate

Realistic

Time-bound





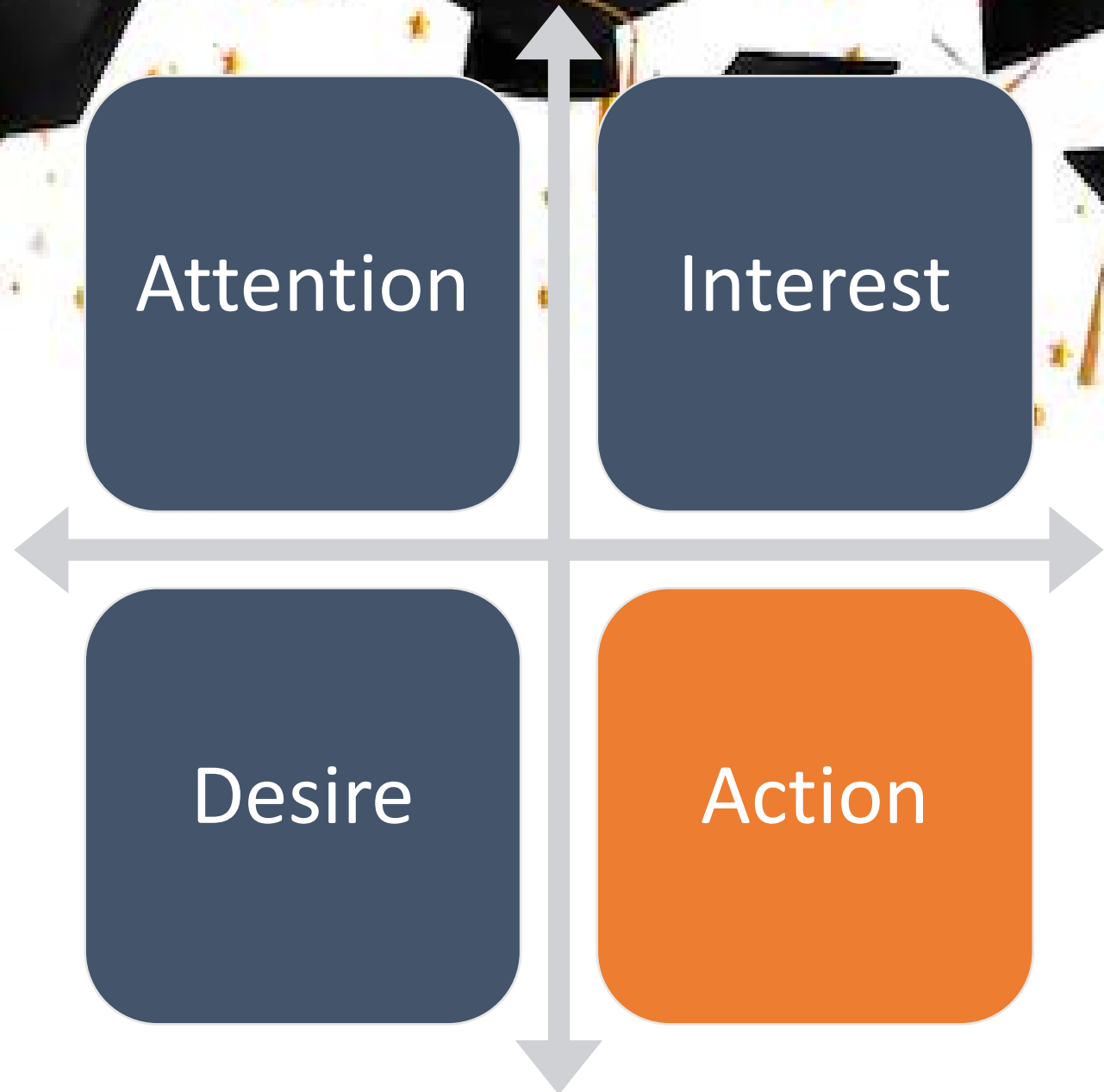
Step-models in
communication

Attention

Interest

Desire

Action



The Stages of Change

Precontemplation

Contemplation

Preparation

Relapse

Action

Maintenance



Barriers to behavior change

Availability

Accessibility

Affordability

Acceptability



**CHANGE
AHEAD**

WHO strategic communications framework



World Health Organization



Accessible

Actionable

Credible and trusted

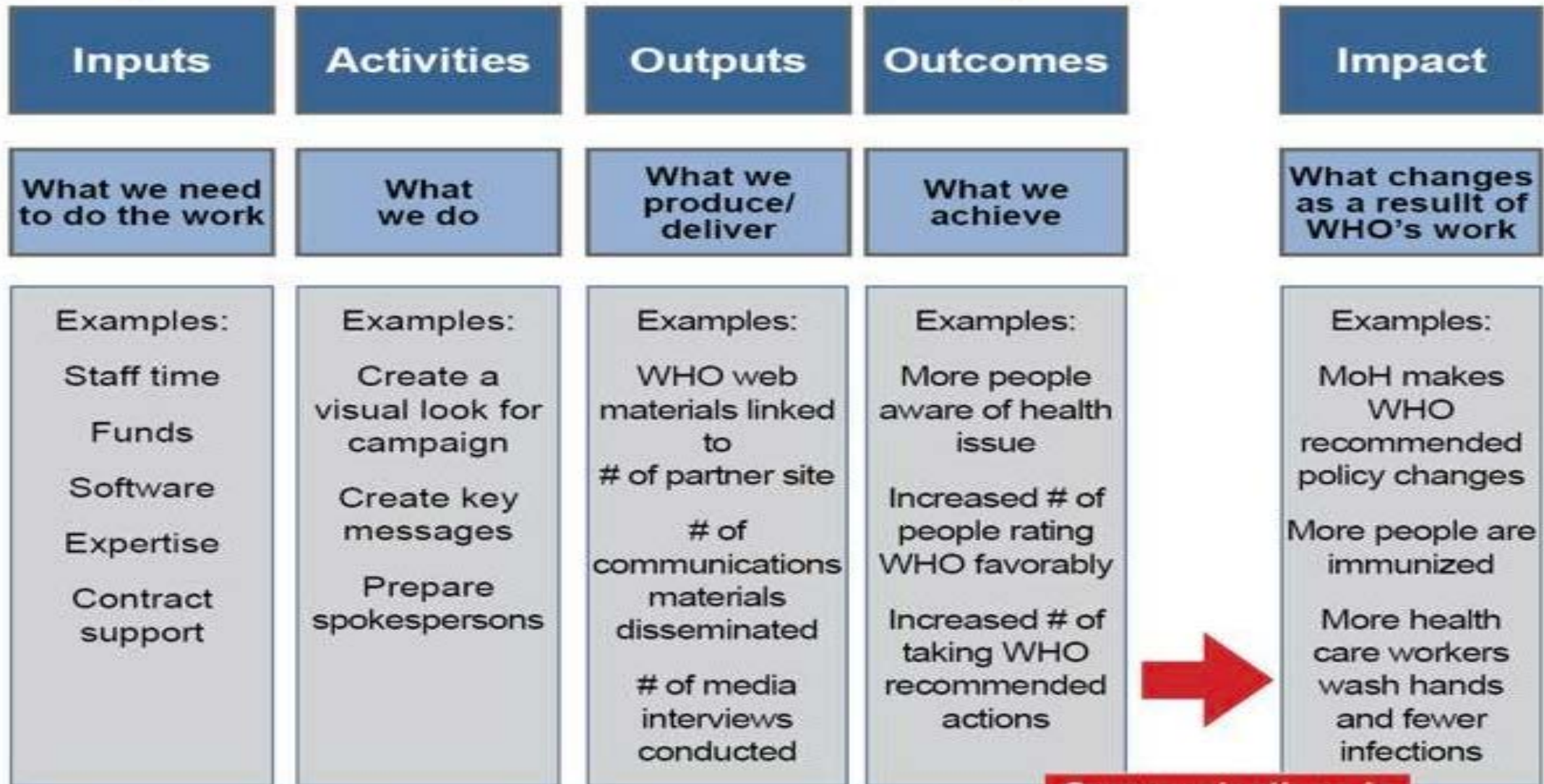
Relevant

Timely

understandable

Communication

Health goals



Communications is just one factor leading to impact

Health problem analysis worksheet

Health problem	Extent		severity	Desired prevention / treatment behaviors	Source of information
	prevalence	incidence			

Current Health communication worksheet

Category of communication	Channel/format	Key message	Intended Audience

Potential primary audience

Audience	Common characteristics	Stage of behavioral change	Known barriers

Situation summary worksheet

Category	
1. The health problem we are concerned with	
2. The potential primary audiences	
3. The key challenges that we should focus on	
4. The key opportunities we should focus on	
5. Realities (unchangeable factors that may limit our effectiveness)	
6. expectation	

7 C's of effective communication

The image features a teal background with a central list of seven communication principles. The list is contained within dark blue rounded rectangular boxes. The background is decorated with stylized orange and black outlines of human figures. On the left, a large figure is shown in profile, with several smaller figures below it. On the right, another large figure is shown in profile. A thought bubble with scribbled lines is positioned above the top of the list. Lines connect the list boxes to the figures, suggesting the application of these principles in a communication context.

Command attention

Cater to heart and head

Clarify the message

Communicate a benefit

Create trust

Convey a consistent message

Call for action

Q&A



Thank you

