



**FEDERAL DEMOCRATIC REPUBLIC OF
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MINISTRY OF HEALTH**

**HEALTH EDUCATION AND COMMUNICATION METHODS
MANUAL HEALTH EXTENSION PACKAGE**

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1. Introduction

The health status of its people is one of the important determinants of a country's development level. Ill health or lack of health leads to poverty. Thus the health status and development are closely linked to each other.

As it is known, the developing countries of the world have low health service coverage, as a result the health problems of these countries are numerous and their citizens are exposed to many health risks.

Ethiopia, being one of the least developed countries, its people suffer from many health problems, the major ones being infectious diseases, which emanate from poor sanitary conditions, nutritional deficiencies, harmful health practices etc.

When we look closely the routes of these problems, we find that they are caused by lifestyle, harmful health behaviour, attitude and practice. It can be said that the major determinants of good or ill health of people are the knowledge they may have about health, belief, attitude and practice and the desire to bring about positive behaviour change in their life. Concentrating on these points, health education is the best alternative to change positively the individuals concept, belief, behaviour and practices to control many of the health problem in the community. Health educator plays major role for helping people to:-

- Get the right health information and education to develop people's knowledge so that they would discuss around their health problem and make the right decisions for solving their problems on their own free will and effort. Hence, health education is a vital tool for moving people to action. Therefore, if health education is delivered In a planned, organized, co-ordinated and community participation oriented basis, it has no better alternative for enabling the individuals

and community to develop positive health behaviour for solving their own health problems.

On the other hand, the present traditional health education delivery system, which uses mainly the mass media for communication, mainly radio, television, printed materials etc. has not achieved the desired results, hence has to be supported by person to person communication method.

For the success of health education programme, to bring about the desired behaviour change in the community, it is necessary to:-

- Communicate closely with people to establish and respect for one's feelings and opinions; Health education is one of the priority health sector programmes for helping the community to develop knowledge self-reliance and competence /or solving their own health problems through their own initiative.
- As pointed out earlier, the present health education delivery method did not go deep enough into peoples mind, to bring about the desired behaviour change. Therefore, health extension, health education delivery system will be based on two-way person to person communication method. This is expected to bring about the desired behaviour change of the community. The objective can be achieved only if the health education messages are communicated in such a way that they:-
 - Concentrate to limited topic at a time;
 - Address the felt health needs;
 - Problem-solving oriented;
 - Clear and concise; and
 - Prepared and delivered in language that the target audience easily understand.

So the health extension worker will carry out his or her work by being among the community, discussing with the community and convincing the community to solve their health problems through their own involvement and action. Therefore, this manual of health education package programme is prepared in order to enable the extension worker to accelerate the implementation process of all package programmes through dynamic person to person communication method:

The Manual Contains:

- Health education, its meaning concept, principles and objectives;
- Health education message communication methods;
- Health programme planning, implementation and evaluation;
- Skills of communication
- Problems related to health education communication process;
- Ethics, and principles that the health extension worker has to follow etc.

2. HEALTH EDUCATION CONCEPT AND MEANING

Health education is the tool which enables people individually or in group to:-

- Care for health, prevent diseases, develop improved health status;
- Enable to develop knowledge and capability for solving health problems by own accord;
- Communicate, transmit right message and receive information;
- Create conducive atmosphere for translating health need to action.

Health education is an important component of health work that enables people to:

Have right concept, to raise the level of knowledge; to develop positive attitude to bring about behaviour change voluntarily, and consequently to be able to solve own health problems by own effort.

The concern of health education, through different preparation and presentations, on specific health topic, to target audience is to:-

Give right Information, educate, convince motivate and lead people to make right decisions on their own initiative. The preparation and delivery of health education messages be attractive and relaxing for the target audience and move the people individually or in group to take their share of responsibility for solving their health problem.

3. OBJECTIVE OF HEALTH EDUCATION

Health education should be clear, measurable, implementable and time targeted. Health education programmes are drafted starting from concrete health problems when planning health education programmes, the following questions should be raised and answered before going into action:

- What is to be accomplished;
- What target to be reached;
- What impact is expected;
- At what time span and with what resources will it be accomplished.

OBJECTIVES AND ACTIVITIES OF HEALTH EDUCATION

- Enable people to get clear and right information and develop their capability to reach at right decisions;
- To enable the people to understand the objective situation of the problems, analyze the problems and put them in priority order;
- Arrange forum for people to discuss and reach at right decision; and to this effect, motivate, organize and lead them;
- If there is a need to change behaviors or practice, concentrate on the alternative positive behavior change and practice, motivate and lead in right direction to effect the desired change;

- Establish co-ordination mechanism with those concerned in the health promotion, strengthen their capability and work with them in collaboration;
- Inform and educate the community and concerned influential persons for implementing the government policies and guidelines.

In general health education programme creates opportunities and enables the people to:-

- To find solutions for their own health problems;
- Encourages people to discuss openly and frankly;
- Advise the people to utilize fully the available health services;
- Creates for them forum for discussion and leads the discussion;
- Works opportunity and co-operates with concerned bodies and section for the successful implementation of the planned health activities.

4. PRINCIPLES OF HEALTH EDUCATION

The principal objective of health education is to help people to achieve health by their own actions and efforts.

- Health education is not a one time affair. It is a continuing process based on planned and organized activities;
- Health education is planned to address different community members and not limited to a specific audience;
- Health education uses different communication methods as appropriate and not limited to a specific method only;
- Health education, starting from planning, implementation, monitoring and evaluation stages involves active and full participation of the concerned audience; and not limited to programme heads and administrative officials;

- Health education activities are given not planned haphazardly , but planned and organized based on scientific findings and correct knowledge. It is unthinkable to provide health education without scientific knowledge;
- Health education is given based on the objective reality of the area culture, tradition, language and local resources;
- For the success of health education programme, it is necessary to create conducive atmosphere by all possible means;
- Health education programme should be prepared and delivered in such a way to be informative, recreating and attractive;
- Health education programme to be successful, requires co-ordinated approach, full participation of different professionals and resources; and the community at large.

5. PLACES FOR DELIVERING HEALTH EDUCATION

Health education is the tool for enabling the community to identify the factors which have negative influences on their health; and helps them to solve these problems by their own initiative and efforts. To achieve the expected results, health education is delivered at different settings or place where People are:

These settings are:-

- the family-household
- Working places
- Recreation, learning institutions and various audiences

Each setting has its own characteristics;

Health education delivery has to take into account these differences and organize and motivate them to a common vision about their health problem and guide them towards concerted action.

SCHOOLS:

Schools are places where future generation are taught to acquire knowledge and develop behaviours which will prepare them for better life to build their country. Schools have very important role to develop health conducive behaviours during their formative age. Hence health education has a key role for inculcating positive health behaviours. The audiences in this setting are students, teachers, workers and those audiences closely linked to schools, including communities around schools.

In schools, the students are believed to be agents of change. Once they develop positive health behaviours, they transmit to their parents and would influence them towards positive health behaviour.

Teachers generally belong to a learned community segment. With their knowledge and skills they can easily communicate health messages to the community. Thus schools are important places to deliver organized continued health education as well as to introduce other health programmes such as immunization, HIV/AIDS control action etc.

HEALTH INSTITUTIONS

Health institutions are ideal places for communicating health message and health programme.

Health institutions are convenient for:-

- giving health educations to patients on person to person basis; providing counseling to their problem and having them to face their problem calmly and take action towards alleviating these problems. It is conducive place to give health education to health facility users, patients, care takers of patients, workers of health institutions etc. It is also a place where there are different health professionals, who can assist in disseminating health messages. Health posts are ideal places for communicating health messages

- **WORKING PLACES.**

These places are : Large scale farming stations production and distribution, mining; services deliveries, animal breeding and fattening places etc. Workers in these places due to lack of knowledge, low level of health awareness, lack of appreciation for positive health behaviour, or being subjected to harmful health behavior etc. are easily exposed to various health risks. Hence special attention should be given to these places to deliver continuous health education in order to reduce health risks among these productive segment of the population.

- **LIVING AREAS AND VILLAGES**

Different members of the households, e.g. mother, father, villagers can be contacted in person, and can be given health education on critical health problems of the area. These are the places where the health extension worker is assumed to bring about health improvement and behaviour change and consequently lead a healthy and productive life.

- **RELIGIOUS INSTITUTIONS AND TRADITIONAL SOCIAL MEETING PLACES.**

These places e.g. churches, mosques, etc. where we can contact people of different ages. They are good places for communicating health messages and therefore, we should organize ourselves and use the opportunity.

6. HUMAN BEHAVIOUR AND HEALTH

What is behaviour? From where does it originate?

Behaviour is what people do act or practice around their living. It originates from our daily living and from our surroundings and experiences they have accumulated such as belief, culture, tradition, habits etc. The role of health education is to deal with such complex and difficult area in order to create conducive situations for bringing about positive health behaviour. In other words, health education is an instrument to shape, modify, change or develop positive behaviour.

Health and behaviour are closely linked. Behaviour which affects health are harmful behaviour and practices. Health related personal behaviours and practices are divided into three:

- Harmful health behaviours:
These are behaviours which expose to disease, injury.
Positive health behaviour and practices. These are promoter or developer of good health.
- Behaviours and practice which have no connection with health.

CONDITIONS AND ACTIVITIES FOR BRINGING BEHAVIOUR CHANGE

- Forcing will work only for limited time but has no continuity;
- Providing adequate information and raising the level of knowledge;
- Discussing and exchanging ideas (to bring about knowledge, concept and will to bring about change);
- Encouraging and supporting for taking the right step towards conviction and action. Behaviour which is established through belief and acceptance has continuity.

METHODS OF CONVINCING FOR ACCEPTING HEALTH MESSAGES

1. Something which is believed to cause disruption on health should be given due emphasis in education and should be explained clearly; explained what it will cause on health of the people;
2. Bring to the attention emphatically that this which is known as harmful thing can also affect the health of the audience (concerned persons) and can lead even to death;
3. Inform also that if they apply the health message communicated to them on the topic, they will avoid the danger posed by the thing or by injurious practice;
4. Assist and encourage the audience to gain knowledge, skill and self-confidence to take the right step to prevent and safeguard their own health against the harmful thing.

ADVANTAGES ACQUIRED BY YOUTH BY LEARNING

- Enables to develop self-reliance, self confidence, belief in one's capability and in general develop strong will power and initiative to participate in development undertaking of the community.

- Builds capability to generate new ideas; builds talent for creativity, self preparedness for change; enable to generate ideas for solving one's own problems.
- Enables to scrutinize in depth society's belief, value systems, traditional practices; and determine their negative or positive impact on health and deciding at steps to be taken on them.
- Enables to investigate one's own health problems and their causes, and once known to take alternatives for solution.
- Enables to study problems in depths and to reach at solutions, and then to plan and implement these solutions and in the process to develop capability of solving these problems.
- For any development undertaking, people's need and willingness is the basis. Thus it enables to know this fact and start planning from down to upward.

In general, people of different ages have different speed and method of learning. Thus learning capability and willingness can vary with age, living conditions etc. Specially youths learning and retaining ability varies widely. Therefore, educational message that we want to communicate should be designed accordingly.

7. HEALTH EDUCATION AND COMMUNICATION METHODS

Communication methods are methods in which we exchange ideas and feeling's and information. Therefore it is essential for the success of communicating health education messages.

The main objectives of communications are:-

- For communicating health messages in clear and concise manner;

- For exchanging ideas and feeling around the health messages and for reaching common understanding in order to take the desired health steps.

Communication methods have three basic parts:-

- the transmitter of the message,
- the message to be communicated, and
- the receiver of the message

The Communicator of transmitter of health message:-

- The health message communicated must be trust worthy, attractive, convincing; and the communicator should have adequate knowledge and practice, respectable and acceptable by the community;
- He should have a high position in the community, respectable and acceptable. He should be community (ethnic) leader, religious or political leader;
- He should be a person concerned with community problems, should have strong will to help (health worker), always ready to share peoples problem, willing to spend his or her spare time, and known for doing good thing for the community;
- He or She should be one who knows the educational level, desire, feeling and culture, tradition and language of the message receiver;
- He or she should have respect for the audience; willing to listen, be able to lead towards discussion and should have knowledge and skill to lead the discussion;
- People have many things in common such as age, sex, tradition, education (by profession, ethnicity etc), and this also helps to achieve success in health education communication.

MESSAGES OF HEALTH EDUCATION

- Should enable the receivers (audience) to interpret into action something of particular concern, should lead to discussion and conviction for concerted action.
- Should be able to clearly pin-point steps to be taken to improve health, and why these steps are necessary to be taken.
- If the receivers of the message have doubt about the process of implementing the communicated message, the messages should be clear enough to remove the doubts and lead to action.
- They should enable to communicate health information; enable the community to reach at right decision (they should pin-pint exactly the steps for the action to be taken).
- They should foresee the problems which might be encountered for implementing the message, and should point out ways of solving the conceived problems.

HEALTH EDUCATION MESSAGE CAN BE ONSIDERED GOOD, IF:

- It is short, clear, easy to understand; attractive, influencing and meeting the need and feelings of the receiver and considered the level of understanding of the receiver.
- Should be straight, concrete and acceptable; presented in complete manner, easy to understand, arousing needs; and enables to grasp the concept.
- Be recreating with jokes, drawing the attention, feelings, be message which contain high value and presented in sequence.
- Should not be contradicting with the accepted knowledge and practice of the area, should not be difficult to interpret into action and should not have hindrances.
- Should be similar to other messages which are communicated by others on strategic development plans.

- Should be presented in synchronized manner with the traditional methods of information communication and with those of the mass media.

METHODS OF COMMUNICATING MESSAGES

- The way messages are communicated should be in a creditable well chosen, easily understandable and easy to communicate method;
- Using more than one communication method is more acceptable by the audience;
- It will be more acceptable if the messages are communicated considering the audience's level of education, culture, tradition economic level, and the communication method in two-way with direct eye contacts.

RECIEVER OF THE HEALTH MESSAGE

The message should be prepared taking into consideration the audience's age, sex ethnicity, level of education, income, belief, attitude, behaviour, desire and value system.

The receiver (audience) must be ready to discuss, co-operate, ask questions, willing to know, who know their problems and eager to solve the problems, are right type of audience for receiving health education messages. Thus the aim of health education is to uplift the audience to this level.

USEFUL HINTS DURING COMMUNICATING MESSAGES

- The communicator of the message has to free himself or herself from incorrect attitude, should have a good opinion about the audience, and should have self-confidence.
- Should know why it was necessary to communicate the message.

- Should have good knowledge and information about the audience.
- He or she should know and understand where and what are the audience's concentration direction.
- Should realize that direct contact or two-way communication yields better result.
- He or she has to use acceptable communication method such as chosen words, bodily gesture.
- If need arises it is better to repeat the message for more emphasis.
- Should know that messages should be communicated at the time they Are needed and at the right moment.

SOME MAIN METHODS OF COMMUNICATING HEALTH EDUCATION MESSAGES

Health education can be given to individuals, groups and variety of audiences in different methods. Methods of communicating health education can be: explaining, story telling, giving examples using posters, pictures, printed matter, electronic media (radio, TV.), songs, music, drama, dialogue, films, exhibiting (during holidays); etc.

a) PERSON TO PERSON HEALTH MESSAGE COMMUNICATION

This is the method in which the health extension worker communicates in person with the community members:

Person to person, in groups and also by using mass media. Person to person communication is useful in rural areas where mass media is not available. Although this method is useful but not given due attention. When person to person communication method is not included, the message will end up by being passing information without community participation.

ADVANTAGES OF PERSON TO PERSON COMMUNICATION METHOD

- People will have trust in the message;
- Enables to give adequate information to the audience;
- Creates conducive atmosphere for study;
- Gives opportunity to discuss complex matter in depth;
- Creates good opportunity and condition to develop and bring about behaviour change;
- Enables to give opinions or answers immediately to the points in discussion;
- Nevertheless, it takes time and calls for patience;
- Limits messages to few persons and not convenient for a large group;
- For indepth communication requires professional and different short trainings on communication methods;

PERSON TO PERSON COMMUNICATION METHOD

This is the method of communication in which the health extension worker exchanges ideas and information with the community and individual around health development programmes. It is more forceful than any other communication methods. It helps to develop active participation. If cordial greeting with smile is used, it will create mutual understanding, knowing each other closely and frankness between the discussants. Specially if the message is based on felt needs of the person addressed, it will yield more fruitful result. The person addressed can give positive response and apply in action. What one presents can be given attention and acceptance by the other.

The advantage of this method is that it enables the health extension worker visit house to house, villages, sanitation facilities etc. to discuss, exchange ideas and to get feedback immediately. It also creates

opportunity to exchange ideas and feelings, for reaching to a common step for action. This person to person communication method helps to create positive attitude for behaviour change.

The two-way communication is participatory, conducive for exchange of ideas, experiences, for learning and solving problems together. This establishes trust and understanding, makes the message acceptable. It creates the opportunity to discuss problems which are sensitive and need special handling. In many instances this method requires sacrifice and is difficult to address the whole community. Nevertheless, if a good preparation is made it will create a good opportunity for in-depth communication which will lead to gain the desired result. Lastly the health extension worker should conclude the meeting by emphasizing the steps and action to be undertaken next time.

COMMUNICATING HEALTH MESSAGE THROUGH GROUP DISCUSSION

This is a method in which the health extension worker communicates in with two or more people. If communication is two-way it will increase participation and desire to receive the message. It will help for synthesizing knowledge, ideas and skills. It will create forum for learning and exchanging experiences. Unless the meeting is conducted carefully few will dominate the forum and will decrease the opportunity for wider participation.

Better result is achieved in group discussion if the discussants are fewer in numbers. If the group is large the level of participation will be low. Therefore, the discussion should be organized in such a way as to enable full participation of all the group members. Hence the presentation should be organized to contain. Starting point, introduction, general and specific objectives, discussion points, direction of the discussion, summary and

conclusion of the discussed topic. Group discussion helps for indepth exchange of ideas and experience and enables to have better understanding of the group members. The health extension worker should see to it that the discussion will be lead in expected direction, the discussion point is relevant and clear, and the discussants be encouraged to participate freely and by listening to each other. To this end he or she must motivate and encourage to reach at a common decision and evaluate the outcome of the discussion. The group discussion maybe weakened because of the discussants background e.g. different in culture, living area, differences in social and economic status. Sex and age difference can have influence in the outcome of the discussion. Members of the group discussion maybe from: household, governmental and nongovernmental agencies, leaders; development committee members, health and water committee members; youth, women's association leaders, elders, religious leaders; member of the same village or area and others who have interest in the matter discussed. The health extension worker has the responsibility of leading, giving information, encouraging free discussion in order to achieve success and common decision on the major topics discussed.

METHOD OF COMMUNICHTING HEALTH MESSAGES IN A LARGE MEETING.

This is a meeting in which the whole kebele, village, and the area people participate. It is useful to communicate important health information, message immediately; to enable people to discuss common problems to enable them to grasp main points and reach at common decision.

It is preferable if the meeting period lasts about 40 minutes, and if the presentation is assisted by visual aids. The educational topic to be communicated must take into account such things as suitability to the

audience, matching to their level of education, to their experience and desire. Ascertain in advance that the meeting time and date is suitable to the audience. Notify with a short notice the purpose of the meeting, people expected to attend. At the end of the presentation give time for questions and answers. After conclusion evaluate the process and outcome of the meeting.

METHOD OF PRESENTING HEALTH EDUCATION IN THIS PUBLIC MEETING.

- Prepare in advance the agenda to be presented, and have the main points and necessary information at hand.
- Know the audience and pinpoint what it is to be presented;
- Choose appropriate place and time for a good presentation;
- Ensure that every body is seated comfortably and ready for active participation in the meeting;
- Prepare yourself to know the need, feelings and desire of the audience;
- Choose your presentation method according to the audience's condition, number, age, sex etc.
- Adjust your dressing pattern to the place and time of the meeting;
- Prepare the sequence of your speech;
- Start the presentation with what people know and buildup on that;
- Concentrate on what to be done and achieved;
- Decide on the conclusion, time for questions;
- See to it that the discussion concentrates on points which will lead to implementable actions;
- Fix the starting time, break and stopping time of the meeting;
- Encourage the audience to express freely their ideas, and specially the active participation of women;
- Try to have eye contact with every body with smiling face;
- Synthesize the points raised for the conclusion.

PEER LEARNING METHOD

This is a learning process in which people of similar age, sex, occupation, living condition, religion, of the same area etc. acquire health information, concept, attitude, exchange experience etc. The peer learning process can take place in different ways.

The advantages are the following:-

- Source of reliable information;
- Acceptable, easy and not tiring;
- Better result is achieved even than professionals;
- Has continuous process of learning;
- Better for reliable Information exchange and creates good learning atmosphere;
- Helps To communicate with those who are not easily accessible;
- Enables to give training which is free from the influence of professionals, to people who cannot read and write, preferable if the teaching is presented using pictorial and visual aids accompanied by music so that they better realize and give attention about their own problems

TRADITIONAL METHODS OF COMMUNICATING MESSEGES.

Traditional method of communicating messages are such as: songs, anthems, poems, printings on cloth etc. are useful for communicating messages, exchanging experiences in a motivating, recreating and informative ways. Specially good for those who cannot read or write to enable them to grasp messages that needed to be communicated. However, this method be support with other communication method.

METHOD OF COMMUNICATING MESSAGE ON OCCASIONS OF HEALTH AND SOCIAL HOLIDAYS

In each area there are known traditional holiday in which people get together. During the occasions, there is a good opportunity to transmit messages in ways fitting to the occasions, in the form of competition, debate, questions and answers, presenting traditional and modern plays, songs, parade, exhibitions, walking on special occasions such as HIV/AIDS control day, Children's Day, Women's Day, Labour Day etc. On these days posters, cap and T-shirts are prepared for the special occasions, can be distributed carrying health messages. All possible ways should be used to take advantage of the occasions.

METHOD OF COMMUNICATING ON LOCALLY KNOWN TRADITIONAL OR RELIGIOUS HOLIDAYS.

Some of these holidays are: religious holidays such as saints holyday, Sunday or Friday holydays gathering. ID/Alfetir etc in church or mosque compounds etc. Health education messages prepared in an attractive way can be transmitted.

COMMUNICATION OF MESSAGE USING WELL KNOWN AND RESPECETABLE PERSONALITIES

In a family, children are the gems of the family. The family fulfills all the material and spiritual needs of the children. They feed them, clothe them, educate and care for them. Accordingly, children, specially youth take care of their parents in their turns; they respect and accept their parent's advice and guidance. This is the norm of family life. The youth in many instances have great respect for mothers, fathers, and grand parents. In rural areas, depending on locality, there are known and respected

traditional leaders. Similarly there are also religious leaders who are respected and their advice and words accepted.

Therefore, these community honored leaders can be used to communicate health messages, if we give them the right information and guide them to convey our messages. The health extension worker should be ready to use this opportunity when dealing in the community.

COMMUNICATING MESSAGES THROUGH DEMONSTRATION

Demonstration is a teaching method in which the students are taught the basic concept of what we want to teach in theory. After they have grasped the basic concept, then they are made to try on their own in practice. It is learning by doing. Teaching given through demonstration arouses the will and interest of the trainees; and what they learn this way is well understood and practiced later on. If the demonstration is not prepared well, the trainees will lose confidence and the expected result will not be achieved, Hence, demonstration should be based on the immediate needs of the trainees and must be carefully prepared. The advantage of demonstration is that it does not need the support of written materials. It develops skill which can be put into practice easily.

Demonstration work can be concluded by asking the trainees what they have learned, and by ascertaining that they have correctly grasped the idea demonstrated. Demonstration can be used for teaching such thing as preparing and feeding babies, building healthful housing, building sanitary latrine, and usage, giving vaccination etc.

USING ROLE-PLAY FOR MESSAGE COMMUNICATION

In role play certain persons play the role of another's or other's character in a type of drama. The character or role-play is based on objective reality which the audience knows very well. It is like a real life. In role-play a script is not necessary. It does not need also much preparation. Through role-play people can better understand the causes of certain problem in question and the solutions from the characters in the play. At the end it can be concluded by re-inforcing the message presented.

COMMUNICATING MESSAGE IN THE FORM OF DRAMA

Drama is a presentation, in which the subject matter or topic is studied well either written or in words, and then presented in educative and recreating manner. The preparation and presentation of drama should be based on objective reality and must take into consideration the culture, tradition etc. Drama should be prepared and presented in a recreating manner and at the same time informative and moving towards better positive behaviour change.

COMMUNICATING HEALTH MESSAGES THROUGH MASS MEDIA

This method consists of radio, television, written materials, newspapers, journals and films. Written materials are useful for communicating messages. Reading material, Pamphlets, leaflets, brochure, booklet. For visual: posters, Calendars; For group teaching: Flannelgraph, flash-cards, pictures and Photos: These are useful for communicating messages to those who cannot read and write. They are useful for transmitting message and this can be done by health professionals or other development worker to illiterate people. As these materials are very useful the health extension worker can use them during his/her oral

presentation for better explanation. They are useful and can be discussed with friends and neighbors. They are good for recollecting forgotten ideas and can be passed to others as educational materials.

They help for starting discussions and for communicating to the segment of people who do not write or read. They should be prepared clearly in the language and culture people understand and based on the objective reality of the area.

8. HEALTH EDUCATION PLANNING, IMPLEMENTATION AND EVALUATION

Health education activities are carried out by proper planning, monitoring and evaluation. First the problems are studied, identified and ranked in priority order. Then the objectives, strategies and the resources needed for implementation are carefully set, including time span for completion. Then this is followed by continuous monitoring and evaluation of accomplished activities.

- Preliminary surveying: data collection, identification of the problems and ranking the problems;
- Listing the general and specific objectives. They should be clear, measurable, time-targeted and implementable;
- Attitudes and conditions which have influence on health should be clearly identified, and health education which will help to overcome these problem, that is appropriate training activity should drafted;
- For implementation of this activity; the resources needed: manpower, material, finance; health extension workers logistic policies, guidelines must be arranged, and whether the strategies correctly drafted be certified;
- Drafting action plan for implementation and following up for accomplishing the action within the plan period;

- Carrying out monitoring and evaluation for ascertaining proper implementation of the planned activity.

CONSIDER THE FOLLOWING GENERAL CONCEPTS AND CONDITIONS

- People's will of learning and capability is related to their ages
- Must have the knowledge and wisdom for understanding people;
- Should know and understand that people's culture, tradition and belief, level of education etc. have influence on their attitude on health.
- On the process of educating we must proceed from simple to the difficult and from clear to complex steps;
- Must realize that health education planning, implementation, monitoring and evaluation need ability and skill.

USE OF AUDIOVISUALS OR TEACHING AIDS

For effective teaching or learning there are many teaching aids which facilitate the process of teaching or learning. The capability and power of retention what was learnt varies from person to person. However, all of them have in common, conception, understanding, forgetfulness etc. Different studies indicate that people's level of remembering or recollecting depend on the way messages are communicated. Therefore, it is better to use different methods of communication.

THE ADVANTAGES OF TEACHING AIDS ARE:

- Speed up and enhance understanding;
- Raises the desire and willingness of the audience for accepting the message;
- The messages can be understood clearly and easily;
- Helps to open discussion and to expedite the presentation;
- Enables to comprehend the message faster;

- Increase the participation of the audience and develop the two-way communication method. Helps to monitor and evaluate the level of coverage and effectiveness in terms of:
 - Was it delivered in satisfactory way ?
 - What outcome did It achieve?
 - What resources used?
 - At what stage is the activity?
 - What can be done to make it more effective?
 - How can it be more effective, what better strategy can be applied to make it more effective and see the result;
 - To identify the achievement obtained and to know the problems which arose during the process of implementation.

CHECKLIST FOR SELF-EVALUATION OF ONE'S WORK

- Was the message right and timely?
- Was the teaching aid appropriate for the audience?
- Did it communicate the. Information needed by the audience?
- Is it appropriate for the people's culture and tradition? Or did it raise opposition?
- How the audience understood the message?
- Did the presentation of the message enable the audience to discuss face to face and to develop lasting impression?
- Did the teaching aid attract close attention? And was it pleasing?
- Were the pictures and photographs used for communication clear and achieved the target?
- Was the language and words in the teaching aids easily understandable for the audience?
- Was the presentation free from the technical terms which audience cannot understand?
- Was the message and presentation positive?

- Were there unclear and confusing terms for the audience?
- Is the message able to lead the audience towards implementable action?
- Is the whole process, the presenter's and audience time spent, the resources used, material and efforts put worthwhile? Thus, the extension health worker should ask himself or herself and evaluate whether the whole efforts have achieved or not the expected target.

9. HEALTH EDUCATION COMMUNICATION SKILLS

1. CREATING CONDUCTIVE ATMOSPHERE FOR LEARNING AND DISCUSSION

- **Sitting Arrangement**
For good understanding and learning process seeing face to face or eye contacts of the audience is necessary. Therefore, the sitting arrangement should be in such a way that the teacher or the leader of the discussion are conveniently positioned.
- **Conducting the discussion**
The discussion leader should lead the discussion in a two-way manner and must motivate, and encourage the audience to actively participate and express their opinion freely.
- The discussion leader, the health extension package worker must introduce himself or herself after cordially greeting the audience, and then proceed to the day's agenda.
- He or she introduces the day's agenda and asks whether there are more points to be added to the day's agenda or not, if not, the agenda has to be approved by audience.
- The leader of the discussion must know before hand the participants level of knowledge, practice, feeling and level of understanding about the topic to be discussed. It should be noted that the level of active participation, capability of understanding and the eagerness to follow the message will

vary with the type of participants. The age variation also has its own influence. Specially the youth's level of acceptance and participation, desire and attitude of absorbing the education given will have basic difference from that of the children.

2. HAVING WISDOM AND SKILL FOR LISTENING

- Listen and understand carefully the words of the message;
- Be careful on conditions which might hinder listening and understanding;
- During the speech, listen carefully without interruption;
- Encourage the speaker to continue the speech through eye contacts and by indicating that you are paying attention to the speech;
- Try to understand from the voice, words, body movement and eye contacts the feeling of the speaker;
- To express to the speaker that you had listened the speech, try to express the gist of the speech in different words.
- Ask relevant question during the speech to indicate that you are following the speech attentively;
- Be prepared to listen to the speech carefully;
- Try to understand the feeling and spirit of the speaker, such as not only what is being said but how it is said;
- Do not be in a hurry to interrupt and force to conclude the speech;
- Be prepared to understand the speaker's main points without bias.

3. ABILITY AND SKILL OF LEADING A MEETING

- Give the chance for every one to speak
- Give thanks to every one who expresses opinion

- Treat every one equally and in good spirit
- The leader of the discussion (the extension health worker) should keep his or her personal cleanliness and be exemplary to others.
- Give emphasis to essential points, and clarify the critical points by pausing a little.
- Treat equally points of agreement or disagreement in calmly and in orderly manner
- Give the chance and create conducive condition for people to express their ideas and opinion freely.
- Summarize the main points of the discussion and reach at conclusion.

4. GENERAL ETHICS TO BE PRACTICED

- Give to people trust, credit, good will and respect;
- As much as possible do every thing which is good and useful to people.
- Avoid as much as possible anything which harms people's interest, honors or contrary to their well being
- It is important to treat all members of the community equally

BUILDING OWN SELFCONFIDENCE

- Increase knowledge, practice and ability to present yourself blamelessly.
- Demonstrate gentleness, respectfulness and orderly behaviour.
- Be concerned with people, share their problems and matters of great concern.
- Develop the ability for giving solutions to problems and conditions, ability for decision making and implementing the decision.

- Should have the ability and willingness to work closely in mutual agreement

5. ENCOURAGING PEOPLE TO DISCUSS FREELY

encourage the participants to further elaborate his or her points by expressing the following statements:-

- I agree with your point, do you have other points?
- Can you explain further?
- What is your point of view on this?
- What do you mean when you say this?
- Please can you clarify further?
- Thus encourage the participant to participate actively by asking similar questions.

10. PROBLEMS WHICH MAY BE ENCOUNTERED IN COMMUNICATING HEALTH EDUCATION.

Problems may be encountered during learning process.

- The present health education system may be contradictory to the previous practices;
- If the health education delivered is not related or contrary to the area culture and tradition;
- If the health education delivered create fear, exaggerated condition and create stress on the audience;
- If the health education delivered in a way which is not clear to the audience;
- If the health education is conducted in a poor and limited way;
- Unwillingness of the audience to learn and try new things;
- The audience may not be able to consider that the health education delivered or advices given may not bring much difference in their health status.

- Not conducting health education at appropriate time and at convenient place.
- Not creating conducive conditions for conducting health education.
- Not obtaining encouraging support before hand from close friend, household family member or from colleagues of the audience.

PROBLEMS WHICH MAY BE ENCOUNTERED FROM USING COMMUNICATION METHODS.

- The message may be addressed to a limited segment of the audience alone. Using inappropriate communication method, e.g. using printed material for addressing people who cannot read or write.
- If the message is communicated to the enlightened group, they can understand but the remaining majority will not understand because the message was prepared and delivered in a language they cannot understand.
- Even if the community understand the message, they can miss interpret the message and may practice in distorted and unwanted way.
- Even if the message is clearly understood, and people knew what are expected for proper application, they may not apply in practice if the message contradicts with their habits and experience.
- Even if the message is clear and acceptable they may not apply and bring about behaviour change because of economic problem and lack of resource.
- These problems are encountered due to poor use of communication methods, and can be overcome by using

properly planned and communicated health education messages.

11. ETHICAL PRINCIPLES WHICH THE HEALTH EXTENSION WORKER MUST FOLLOW

- Must be honest and trust worthy.
Must have strong will and desire for improving people's health and to accomplish his or her duty and responsibility efficiently. Has to be honest for his or work and diligent.
- Performing one's duty honestly and with concern for people.
In his or her assigned duty must teach people and encourage free exchange of ideas on health problems and work hard for solving and accomplishing health development programme
- Frankness
A development worker has to give timely information to the people on his or her planned undertaking, inform people the steps taken for implementing the planned activity in time. He or She has to develop honesty and openness in all undertakings.
- Accountability and responsibility
Good work and accomplishing one's duty honestly as the profession requires one to be praised by people. On the other hand one who makes people unhappy and governmental and non governmental agencies angry does not fulfill the ethical requirements of his or her profession. Thus, he or she can be accused legally.
- Keeping secret
Secret information which obtained about people's affair, through his or her nature of work, must be kept as secret and not to be revealed
- Doing favoritism

On the basis of relationship, friendship and similar other relationship, should not lead at all to do favor to certain individual or member of the community.

Being a model and

Exemplary in the community

To be trust worthy in the community, one has to do good and communicate honestly with people.

Not only speaking good thing but also performing one's duty in honest manner and efficiently helps people to accept and apply in action the health messages communicated by such person.

Being respectful for the law and rules

Must respect the laws of the country, people's culture and tradition. The dressing style, pattern of greeting, specially with opposite sex must comply to the norms and habit of the community in the area.

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