

**Basics of Health Promotion and Education Intervention**  
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**Lecture - 23**  
**Implementing HPE Intervention: Part I**

Today's topic is implementing health promotion and education intervention. So, today I will discuss the part one of this implementation of health promotion and education intervention and the part two of this topic will be covered in our next lecture.

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**CONCEPTS COVERED**

- Overview of Implementation
- Training
- Identifying and mobilizing resources
- Message development
- Dissemination of health messages
- Recording health education activities

Family income, Employment, Our communities, Access to health services

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So, in my previous lecture I discussed about the planning of health promotion education intervention. So, that was the entire planning part. Now we all know that after planning we have to implement; we have to implement the help promotion or health education activity. So, in this section we will discuss the various issues on the implementation of HPE intervention. Now we will cover the overview of implementation.

Training, identifying and mobilizing resources, message development, dissemination of health messages and recording of health education activities.

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## Overview of Implementation

- The word '**implementation**' means to carry out. It is the act of converting planning, goals, objectives and strategies into action.
- **Community organizing** is the process of sensitizing and empowering the community in such a way that they can identify and prioritize their needs and objectives. This will help them develop confidence and find resources through collaborative practices and community participation. Organizing means bringing the community together for collective action.
- When people become organized, they almost always feel commitment, and move forward together to achieve common goals.



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So, what is actually implementation? Now the word implementation actually it means to carry out, carry out an action carry out an activity anything whatever you have planned. So, it is act of converting planning goals objectives and strategies into action. So, you have some planning that you are going to focus on some health problems or on some issues and you have set some objectives and you have planned that exactly how you are going to implement the health promotion activity.

So, after planning you have to implement that particular health promotion activity in a community. So, basically, you have the planning you have the goals and objectives and various strategies in your hand. Now you have to convert all those into action. Now see when we are going to implement or while implementing one very important thing is that you have to involve the community members.

Now involvement of community members will help you in various ways. Like when I was discussing about the need assessment you saw how much the community members you know it was so important because only the statistical data is not enough. So, involving the community members for problem analysis the need assessment is very important. But during implementation also you have to involve the community members.

Like you see you can pool or you can utilize the community resources which is already present in the community and the community manpower you can say like there are some voluntary leaders community leaders voluntary leaders who are actually interested and they are enthusiastic to actively take part in your health promotion activity. So, this is very important that you should you know pool the resources the community resources you have to pool.

Now if you want a proper participation you know to ensure a proper participation of community in your health promotion activity. Then what you have to do you have to do organizing which is actually known as community organizing. So, community organizing actually it is a process of sensitizing and empowering the community. In such a way that they can identify and prioritize their needs and objectives and it will help them develop confidence and find resources through collaborative practices and community participation.

So, community participation is very important, not only you will be able to know what are the problems and also you know the very important thing which I have always stated in my previous lecture also. That you have to understand the acceptability and feasibility of the community what actually they are going to accept. You have to be very sensitive I mean culturally sensitive.

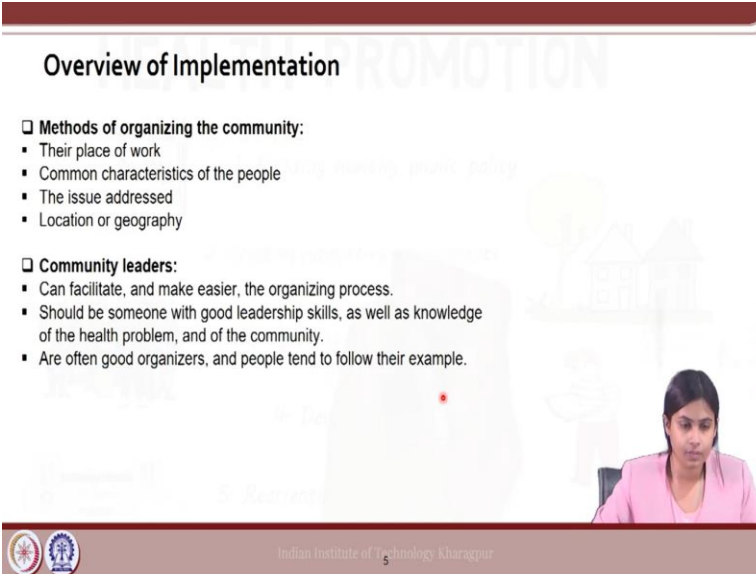
So, that is also important you have to understand the actual the cultural issue of that particular community. So, I mean considering everything, community you know the community participation is actually very important. And like that you know you will be getting so many resources also you know the village leaders the voluntary leaders will come forward. So, you will be having a good I mean the workforce you know the manpower you will be having a good manpower.

So, this is the way by which actually the community, they also gain confidence with you there is also a good rapport building. And you find resources you know the collaboration between health promotion planner and the community is very important. And we all know that organizing is basically bringing the community together for collective action. Whatever action you have targeted actually you are targeting that behavioural action among the community members only.

So, this community organizing you have to I mean plan and you have to perform. Now when people become organized, they almost always feel commitment you know and they actually move forward together to achieve common goals. Like they a community may have some problem like a very unhealthy dietary habits or you know the there may be some worm infestation you may find that there are so many worm infestation in the community and so many other issues, for example you can take.

So, the thing is you are analysing their problems actually they are stating their problems only and by that way only you are also analysing their problem and then you are developing a common goal. Now that goal actually not only you are important in achieving that goal but communities also important you know their participation is also important to achieve a common goal.

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**Overview of Implementation**

- ❑ **Methods of organizing the community:**
  - Their place of work
  - Common characteristics of the people
  - The issue addressed
  - Location or geography
- ❑ **Community leaders:**
  - Can facilitate, and make easier, the organizing process.
  - Should be someone with good leadership skills, as well as knowledge of the health problem, and of the community.
  - Are often good organizers, and people tend to follow their example.

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Now if you know we were talking about the organizing community organizing, now you can organize the community in a various you know ways like you can choose according to the place of work for example a factory workers for example they are working there are so many factory workers are there or the farmers or the school you know those are working in school like that you can actually organize them through their place of work or also in terms of the common characteristics of the people.

You find that these are the like any kind of addictions this is the common characteristics among a group of people that they all they have some addiction alcohol consumption or tobacco consumption. The issue addresses any kind of problem like for exclusive breast feeding. Now for exclusive breastfeeding you see not only the mother is important the other family members the husband, then the grandmother of the child.

So, because they are the influencer of that particular mother so that will actually depend on what issue you are going to address. Location of geography, a particular village a particular tribal population like that you can organize a community. Now here for organizing the community as I said it is very important. Now you will be needing some community leaders like in any way you see you cannot perform the entire task alone.

I mean I am not saying that you do not have the team you have a team even after having a team you need somebody from that particular community because for community mobilization. For example, you have gone I mean you have targeted a community you know a village where you are basically new your team is also new. Then what will happen those community members those people you know they will not feel that comfortable with you.

I mean you will just say that you come on that particular day we are going to give you a health education. So, regarding some issue regarding personal hygiene for example. Now hardly there will be very few people who will actually come. So, community mobilization is important in that case you need somebody you know somebody from that community also. Now see you can have the frontline health workers obviously they are you know they will be the part of your entire activity.

But apart from them some actual people you know some coming community members from that particular community you will also be needing them. So, now you see you need some leader we all know that leadership and, in any task, you know if we target any kind of task or activity, we always say that he or she will be the leader. He will he or she will be the kind of coordinator now here you have to choose some community leaders from that community.

Now those community leaders actually what they will do they will facilitate they will make easier the organizing process. So, and that community leader should be someone with good leadership skill and as well as the knowledge of the health problem and also of the community. Because maybe you have just gone to you know some community and you do not know that much. You know the superficial thing these are the problems these are the things.

But there are so many latent you know there is so many hidden things are there in the community which actually a person from that particular community can only actually make you understand that no these are the issues these are the internal issues which are present in our community. So, basically that leader I mean he or she must you know the health problem the particular health problem and also of the community.

Now these community leaders they are often good organizers and people tend to follow their example. Like those people you know those community members they will listen to that community leader also. Like you have done a miking I mean you have planned that you will do a miking for community mobilization that tomorrow at 11 am all of you please come to a club. For example, a club or in a school or somewhere where you have planned your activity because you have to choose an area.

You have to make people you know that this is the place this is the site where actually we are going to implement our health education activity. Now very few people will come like if you just give miking and you will just go away but those community leaders if you involve, they will also help you in mobilization of the community members. So, like that we see community participation community organizing. All these you know tasks will become very easy if you choose community leader.

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## Training

- Training refers to the teaching of vocational or practical skills and knowledge that relates to specific useful competencies.
- It is through training that one can equip the individual and the community with the appropriate skills to deal with a wide variety of health issues.
- Once contact with relevant community groups is made, we should help them acquire appropriate training so that they can participate in health education activities.

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Now next thing we will discuss on the training. Now for planning like you have planned an activity, now you have to implement, you will need a workforce you will need some health workers some frontline health workers. Some community leaders in fact you know they will also take you know they will actively take part in your conducting the health promotion activity.

Then apart from there are some voluntary leaders you know in fact if you are targeting that you will actually aware adolescence on regular physical activity and healthy diet. Then you will see that two or three adolescent from that community they will come forward, they will also take part, so that this task you know it can be implemented well. So, you have to provide the training because they know something and it might happen, they do not know many things.

So, you have to provide the training and if you do not provide training if you do not make them understand that these are the issues and these are the preventive measures these are the ways that people should follow. These are the behaviour these are the positive behaviours that community should adapt, so whatever you have to provide training to all these people. Now as a health promotion planner you will also be having your team.

And you will be having some you know team members your core team members you have to train them also. So, basically training refers to the teaching of vocational or practical skills and knowledge that relates to specific useful competencies you can like you can take an example of

personalized hygiene practices. So, for personal hygiene practices you have to make them understand you have to increase their knowledge level and also skill the practical skill.

Because they are the one who will go to the community and they will teach you know the hand washing steps. What is the importance of hand washing? When to hand wash and what are the hand washing steps everything? So, you have to train your basically workforce. Now it is through training that one can equip the individual and the community with the appropriate skill. As you know I was just saying that if you want to make them you know if any skilful procedure.

For example, preparing ORS or the hand washing steps anything. So, what you have to do is you have to provide a proper training to deal with a wide variety of health issues now in a community there can be wide variety of health issues. So, like that you have to just you know you have to do a segmentation kind of thing. You have to just write it down that for this issue you are going to provide training to these people.

And these people will actually give a health talk, they will do counselling etc., so these are the things you have to just write it down. Then what will happen to see the ones contact with relevant community group is made; we should help them acquire appropriate training so that they can participate in health education activities. Now you have a community groups, it can be you know a group of a young adult or the adolescent or anything.

So, you have a good contact with that group. Now you just what you will do you should give them a proper training, now so that they can also participate in health education activity you know for example anything you know like you see an example of like I was talking about the regular physical activity four or five adolescent you know you can take you give them training and they will again participate in health education activity.

They will actually disseminate that knowledge that information those messages to the other adolescents.

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**Training**

□ During a training session, following activities should be undertaken:

1. Start with introductions and/or an icebreaker activity
2. Describe the agenda
3. Gauge participants' knowledge and interest
4. Pay attention to participants
5. Be flexible
6. Think about keeping the interest of participants
7. Conclusion
8. Evaluate each session

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Now training is also an activity which you have to plan because, it is not something that you will just ask some people you come and will just tell you that these are the things you have to do. That should be done very you know strategically the training session also needs to be done very strategically. So, during a training session some activities you have to on the take. Like you have call you know you have a set of people I mean for example adolescent or the young adult or whoever depending on the health issue.

Now there should be a designated place where they will come you know they will say 10 where you can give them training. Now you will start with the introduction you will introduce yourself then those person they will also introduce themselves. So, you know a kind of wrapper building initially you have to build a wrapper with those people or an icebreaker activity. You can just initiate some words you know you can just initiate something.

So, that it will also motivate those persons who has come for the training. Then the next is you have to describe the agenda, what is this training for why what is the objective of this training that is very important, I mean why our training is required and today's training objective that you have to describe and you have to make those person understand that these are today actually what we are going to do we are going to target these four health issues.

And we will give you training regarding these issues and actually how you will actively take part in health education activity everything that you have to describe to those people. Now next is gauge participants knowledge and interest. Now whoever has come for the training whoever you have chosen for the training I mean their knowledge you know their skill you have to know their interest that is important.

It might happen that there are some issues related to which they know something or there are some issues regarding which they know nothing. So, you have to assess actually now that assessment you can do both ways it depends on the topic and obviously on your resources. How much time you can give you know, how much time those personal is also you know can afford, how much time.

So, like either you can discuss verbally that these are the things like one by one just you can ask or you can just discuss among themselves and what you can do you can keep a survey question also. So, initially a pre-test question kind of thing you just give them that pre-training questions these are the questions they will just fill it up for but you cannot give so much of time. You have to set your training time that it is of one hour or one and a half hour.

So, you can give 15 to 20 minutes to that and you can assess their knowledge and skill regarding a particular issue. Then you have to start and then you will start your training. Now while you have started your training you have to pay attention to participants. Now how can you pay attention like you know these are some of the skills like it has to be present actually who is giving the training.

Like I you have to interact; it is not something like you have started and you will just keep on saying and keep on talking. You have to take a pause you have to ask them you will ask them to interact what actually whether they are liking or not and what problems they are facing or if some queries or interactions. Those are the things that you have to do. It is not like one-way communication.

So, you have to remember that any kind of training session should be two-way communication, then you have to be flexible. Now flexible like say if you have kept a three-day training, so three days training you have kept. Now today due to some reason they do not want to spend two hours in your training today they will be spending one hour. But the next day again they will you know compensate that one or next day or some other day.

So, you have to be bit flexible, not all in timing if they want if somebody is you know he or she is sharing his or her stories like any experience or story. So, it is not like no we do not have that much of time so you cannot you know speak you cannot tell your entire experience a story, so you have to be flexible. Then only they will just open up, so open up is very important they will just open up and they will say what are the barriers actually they have faced in the community.

So, like that it will help you also in understanding that what kind of barriers you will be facing while conducting a health education activity any kind of facilitators, barriers and various issues. So, whatever they are saying I mean the personnel who has come for the training so you have to be a bit you know flexible, you have to be patient, you have to listen what are their views regarding the community, regarding any health problem or issue.

Then see a think about keeping the interest of participants. An interest of participants in that sense like after half an hour of lecture and those participants you know they want that some demonstration a skill-based things should be done. So, because they find more interest in that or regarding a particular health issue it might happen that some other related issue to that particular problem is also there, so but they are very interested.

So, you have to think that these are the interests of the participants. So, you have to go with that flow also. Then actually then the next step I have mentioned conclusion. So, see before conclusion you have completed your lectures your demonstration whatever you need to make them aware make them understand and you have increased their knowledge. Now at the end it is not like you will just you know abruptly you will just finish a training session.

You have to give some conclusion you know you have to greet them properly and some take home messages, so these are the things summarize. What is the summary of the training you may ask one of the participants or you can also summarize, so this is very important so these are the things you have to keep in mind. Being a health promotion planner, you will you will have to provide a training session.

So, in that training session these are the things which you have to keep in mind. Then at the end say you have to evaluate its session like three-day training program a one-hour session each day, so one hour session of each day you have to evaluate, you have to take some feedback. Like those are the people or to whom you have provided training. So, take feedback from them and there can be some positive feedback, they can be some negative feedback also.

But those feedback will actually will help you in your you know modifying in your strengthening your next training program or the next training session. So, evaluation of each session is very important. Now that evaluation you can prepare some questions post training; a few questions do not keep too many questions, otherwise those people they will get bored. So, keep few and relevant questions you can evaluate in that way or you can also interact.

Or you can keep both ways which is actually very, I mean that will be very effective if you keep both ways. Few questions you know they may write and few things like you can interact with them. So, these are the ways by which you can undertake a training session a proper I mean training session.

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### Identifying and mobilizing resources

- **Personnel or labor power:** The key to any successful health education activities will always be the individuals needed to carry them out.
- **Material resources, including educational materials:** Educational materials are crucial resources that will help to carry out health education activities (e.g. posters, leaflets, flip charts, videos etc.)
- **Financial resources:** Financial resources are important to support the health education activities. Government and non-governmental organizations may provide financial support for the activities.

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Now after training next thing is important what you have to keep in mind is identifying and mobilizing resources. Now see the resources the personnel or labour power which I was talking about for them you have to you know provide training and everything because they are the one who actually going to help you in implementing your activity. Now to key to any successful health education activities will always be the individuals needed to carry them out.

The next resource is a material resource including educational materials. Now for any health education activity you will be needing some educational materials. For example, poster, leaflet, flip charts, it can be audios videos and many more. So, educational materials are crucial resources that will help to carry out health education activities and then another and very most important is financial resources.

So, financial resources are important to support the health education activity. Now the government and non-government organization they may financially support you, they may provide financial support for the activity.

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## Message development

- Every health education session should carry a **message**. A message is a piece of information, a set of ideas, or a course of action to convey to individuals, or to the whole community.
- All health education messages should be culturally sensitive, and consider the comprehension level of the audience.
- In message development, there are two components: the content of the message, and the process by which we plan to convey the message.
- Simple facts about specific health issues may be best delivered through a lecture. Skills are best developed through giving the audience a chance to practice, and by giving them demonstrations. Role play may be good to influence the attitudes of the audience.



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Let us see I was talking about the financial. Now not only our NGO can provide you with financial resources also with the personal or man for you know the workforce or some NGO you can collaborate with some NGO and you can use their workforce also in your activity. Next thing is the message development like for health education activity you have to give some message; you have to disseminate some message some information some knowledge in form of message.

So, every health education it should carry a message. Now message is a piece of information a set of ideas or a course of action to convey to individuals or to the whole community. Actually, as a health promotion planner what you want to convey to the target audience to the beneficiaries is actually the message. Now that message you can keep in the form of words only and in between you can keep some pictures also you know the pictorial any kind of pictures also you can put.

Then all health education messages it should be culturally sensitive. In my previous lecture also, I have told you that whenever you are thinking to work among the community the culture of the community the culturally sensitiveness is very important that you have to keep in mind and consider the comprehension level of the audience, how much that audience can understand. Now in message development there are two components.

First is the content of the message what is the message you know? What are the words what you have put in the message? And also, the process by which you plan to convey the message you also have to convey, now you have to disseminate the message so both the two components both the two factors are important. So, like for example if you have decided that these are the five messages, these messages I will give them through lecture form.

Or I will apart from that I will make them you know learn or make them you know the skill you can develop skill of hand washing steps. So, that message when you are giving then the conveying part methods of conveying will be different. It can be in the form of demonstration, so you have to keep this in mind what message you are giving and also how will you disseminate. Now say simple facts about specific health issues may be best delivered through a lecture.

Some four or five things or facts or information you can just give them lecture and you will you can just give them like that but as I said the hand washing steps of preparing ORS these are the things where you have to you know give the audience a chance to practice or you have to demonstrate that procedure. So, like that by demonstrating the skill of the community will be enhanced.

Role play is also important, a role play is a very you know a good in terms of influencing the attitude of the audience. So, knowledge like see knowledge for you gave the lecture for attitude you can do role play for developing skill you can go for demonstration.

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## Dissemination of health messages

- Ideally, all health education messages should be pre-tested before being used more widely. Without pre-testing, a message stands the chance of becoming ineffective and detached from the needs of the target audience.
- **Dissemination** means conveying or delivering the message to each audience at a variety of different places. This is the actual implementation of the health education activities.
- However, health education is more than the simple dissemination of health education messages. In order to bring about behavioral change, dissemination of message should be accompanied by other supportive activities which facilitate the behavior change process.



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10

Then dissemination of health message, you have prepared materials. So, dissemination actually see ideally all health education messages should be pre-tested before being used more widely. Without pre-testing a message stands the chance of becoming ineffective and detached from the needs of the target audience. Now in details the message development pre-testing will be covered in other lectures of this particular course, here I will just explain you briefly.

So, pre-testing is important, you can do pre-testing of a poster or a leaflet on the representative of the target audience. So, pre-testing is very important otherwise your health education activity there is a chance that it will not be that effective, so you have to keep in mind that after you have developed your material go for the pre-testing of that material. Now dissemination means conveying or delivering the message to each audience at a variety of different places.

For example, school student you can go to school. But you know the mother the family members they are the influencer of that school student, so you can you know organize a lecture or a demonstration or whatever an activity with the guardians or the parents of the school children in some other place, for example in a club here any community members you know the club members of the community.

They might help you in organizing that health education activity in a club. Now this is the actual implementation of health education activity. Now see this dissemination, the dissemination of



information of the messages or increasing awareness level of the audience, this is actually the implementation part you have to start your implementation from here only. First of all, you have to disseminate the message only.

You have to increase the awareness level you have to provide some information but you see health education is more than the simple dissemination of health education messages. Just you have went to a community and you have just disseminated four or five messages is not the only you know it no it is not the sole thing of health education activity. That is a part of the health education activity definitely but that is not the only part.

In order to bring about the behavioural change in the community among the community members, dissemination of message should be accompanied by other supportive activities which will actually facilitate the behaviour change process. So, it is not like you have just went to community and you have given half an hour lecture that is not important. Like you can use other methods the demonstration you can demonstrate how to know develop ORS.

And you know I have told you in my the first or the previous lecture I remember that you know this demonstration this process is something which actually motivate the people in a very high level, you know they motivate the people to change or to adopt a positive behaviour very well. So, you can use demonstration process also, you can just demonstrate them how to I actually prepare ORS.

Apart from that other health behaviour change process you know you can have you can use some models you can use health behaviour theories or health behaviour models you can use and according to their constructs you can plan your health promotion activity. So, actually what I want to make you understand is that only giving you know information only simply disseminating the health education message or information is not the entire health education activity. For health behaviour change you have to include other things also.

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### Recording health education activities

During the implementation of a health education activity, the following information should be recorded:

- Number of people who received health education
- The topic addressed, and the content of the message
- The place where the health education activity was delivered
- The person who delivered the health education session
- The materials used (posters, leaflets, etc.)
- The method used (discussion, lecture, etc.)
- Number of households reached or covered
- Number of health education sessions delivered
- Were any problems encountered?

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Now at the end like see when you have implemented in health education activity, so you have to record something. Recording is very important because that will help you in monitoring also while you will be monitoring and you have to note down everything whatever has happened in the session what you have done, where you have done, how much time you know, what messages you have given, who were the people you know, who attended and who were the people who actually took active part in the health education activity.

For each session you have to record and you have to write all those things. Now like I have here mentioned some of the things but in your health promotion activity you might have many other things, some other things that you have to record depending on the topic depending on the issue. Now here like very common things I mentioned that number of people who received health education, total, male, female, you know children in that way also.

You can write number of people who actually received your health education activity. Then the topic you addressed and what was the content of the message, then the place where the health education activity was delivered, then the person who delivered the health education session, then which materials what kind of materials you used posters leaflet etc., what methods you use lecture, discussion, demonstration anything, everything you have to note it down.

Number of households reached or covered in a village like x number of households reached or in that way you can put the number of health education session delivered. Like in one day how many you delivered or two days how many you delivered you have to keep that in track you have to record everything. And also, with any problems encounter if any kind of problem is occurred during implementation of health education activity you know any kind of disruption or any kind of problem or anything that also you have to mention there.

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**CONCLUSION**

- Community members should be involved in all the health education activities whenever possible.
- For health education activities to reach the stated goals and objectives, they must be supported with appropriate resources.
- All health education messages should be culturally sensitive.
- Recording and reporting all the health education activities is very important.

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12

So, let us conclude, now as I said community members should be involved in all the health education activities whenever possible. For health education activities to reach the stated goals and objectives, they must be supported with appropriate resources. Without resources you cannot conduct any kind of health education activity and your objective will not be fulfilled. All health education messages should be culturally sensitive.

As I said and as I always say that your messages should be culturally sensitive. And at the end recording and reporting of all the health education activities is very important.

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## RESOURCES

- OLCreat: HEAT\_HEACM\_ET\_1.0 Health Education, Advocacy and Community Mobilisation Module: 14. Implementing Health Education Programmes: 1 [Internet]. Open.edu. [cited 19 April 2022]. Available from: <https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=172>
- OLCreat: HEAT\_HEACM\_ET\_1.0 Health Education, Advocacy and Community Mobilisation Module: 15. Implementing Health Education Programmes: 2 [Internet]. Open.edu. [cited 19 April 2022]. Available from: <https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=173>
- Dobe M; Health promotion and Education: Foundations for Changing Health Behavior. 1st Edition 2022 Academic Publishers



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13

Now these are the learning resources, please go through all the learning resources which I have mentioned here. Thank you.