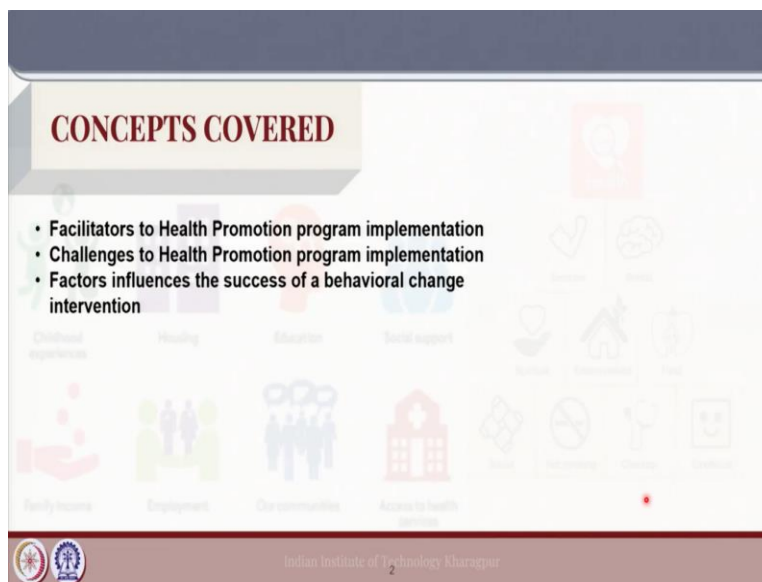


Basics of Health Promotion and Education Intervention
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Lecture - 24
Implementing HPE Intervention: Part II

Hello everyone. Today our topic is implementing health promotion education intervention part two of this topic, in the previous lecture we discussed on the part one of this topic.

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So, we will cover the following concepts; that is facilitators to help promotion program implementation, then the challenges to help promotion program implementation and the factor which influences the success of a behavioural change intervention.

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Facilitators to Health Promotion program implementation

- ❑ **Access to local leaders:**
 - Local leaders and community organizations can support health promotion efforts. Local leaders who are recognized within the community can help to increase program buy-in and ownership among participants.
- ❑ **Strong relationships:**
 - Forming close partnerships can increase the potential for success. Organizations with similar missions can work together to achieve similar goals, organize local support and community buy-in, and maximize the use and efficient allocation of resources.



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Now facilitators to health promotion program implementation: So, we have already covered about the planning and also some part of the implementation of health promotion and education intervention. So, in the previous lecture like I was discussing that planning is so important because without planning I mean you cannot move every step. So, planning is important just because if you are targeting any kind of health promotion education activity are to be implemented very well then, a proper planning is required.

Planning of the implementation part also, the; evaluation, the monitoring everything. Now what are the facilitators to help promotion program implementation the first one is like the access to the local leaders. Now the local leaders and the community organizations they can support health promotion efforts. In last lecture also we were talking about that how a community organization can be done and how community leaders and local leaders can support us can support a health promotion planner.

Now the local leaders who are recognized within the community can help to increase program by an ownership among participants. So, in a community there are some you know the local leaders who are well recognized and what they can do they can help us. They can help a health promotion planner by the acceptability you see what I have written the increase program by in and also the ownership among participants.

The acceptability of the health promotion activity or any kind of intervention that will be actually well acceptable. Any kind of intervention will be very well acceptable among the community members. Then the strong relationship forming close partnership can increase the potential for success. So, this close partnership you know like if you are planning if you are going to do any kind of health promotion activity then the proper and close partnership is important.

An organization with similar mission can work together to achieve similar goals. For example, like you want to I mean you have your objective is or you have decided that you will implement a health promotion activity on the prevention of cervical cancer or the screening of cervical cancer. So, in that case you can see that any other organization it can be for example NGO, now they have also a similar mission.


Then I mean I want to say that you and those NGOs you know you can work together to achieve the similar goals and objectives. Then organize local support and community buy in and maximize the use and efficient allocation of resources. So, you will be having some kind of resources which you are going to utilize in your health promotion activity. So, basically what will happen you can maximize the use.

Whatever resources you have you can very well utilize those resources for your goal you know accomplishment of your objectives and goal. So, we all know the resources you know even if you have so many resources still you have to be very you know careful and you have to use you should have a sense of you know economical. So, you have to use those resources very efficiently and most important cost effectiveness. So, that is very important which you have to keep in mind.

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Facilitators to Health Promotion program implementation

- ❑ **Common social centres:**
 - Health promotion and disease prevention programs can use local gathering spots like parks, schools, and social clubs to reach large numbers of people. Involving participants through these social avenues can build trust in and commitment to the program.
- ❑ **Flexibility:**
 - It may be necessary to adapt programs as they are implemented to address challenges or accommodate local circumstances. Plan ahead, troubleshoot, and maintain flexibility to options while remaining true to the program's primary purpose.
- ❑ **Importance of word of mouth:**
 - Word of mouth can help establish credibility and trust of programs. Use social networking strategies and understanding of community dynamics to spread positive program messages.

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Then the common social centres, now you see any kind of health promotion or disease prevention programs where you can conduct, I mean you need a place, you need a proper site where you can conduct those health promotion activities. So, what can be done? You can use the local gatherings spots like, for example in a village there is a you know social clubs are their schools are there in fact you know different if you can see not only social club any anganwadi centre, then parks or any kind of playground.

So, for that for any health promotion activity you have to decide where actually you are going to conduct that particular activity. So, health promotion disease prevention program. Now you can use any kind of that place in a community to reach large number of people. Now you know that you have to basically target you have to cater a very large number of people in that particular village.

So, like in a school you can talk to school authority and you can conduct a program you can implement some health education activity in that particular school. And where you know so many people you know in that particular village or the community they will come in that place. Now involving participants through these social avenues can build trust in and commitment to the particular program.

Now next is flexibility, now it may be necessary to adapt programs as they are implemented to address challenges or accommodate local circumstances. So, see when you are planning or when you are going to implement or while implementing it might happen that so many you know some barriers and constraining conditions the challenges. So, any kind of circumstances can arise, so the thing is that you have to be flexible that is very important so you have to be a bit flexible.

So, that what you can do adaptation you know whatever any kind of interruptions or if any such you know problems or challenges or any circumstances if they arise then you have to be ready for that and you have to be flexible also. So, you have to basically accommodate those local circumstances. Now plan ahead troubleshoot and maintain flexibility to options while remaining true to the program's primary purpose.

Now the primary goal or the primary purpose of your health education activity or any program will be the same that you cannot modify. So, you cannot be that much flexible that you will change the entire you know the purpose of the activity or the goal of the activity. But the thing is you are planning definitely you have to plan but the thing is you have planned in a certain way but it might happen that while you are going to conduct an activity.

And you will see that some two or three problems you know minor problems have occurred is occurring. Then in that case you have to be flexible you know and in that you have to keep some other options also so that your primary purpose remains the same but you can modify you know you can modify the little bit your schedule you might planning can be modified a little bit then importance of word of mouth. Now see word of mouth it can help establish the credibility and the trust of programs now this is very important you know the credibility and the trust of programs. So, use social networking strategies and understanding of community dynamics to spread the positive program messages. So, whatever messages you are going to you know say or you will be saying so that has to be very credible you know credibility is very important.

So, I mean it is not like whatever you wish you know and you will just keep on giving those messages to the community no because it is very important for the trust of the community

because you have to gain the trust of the community. So, here actually what you can do? You can use some social networking strategies and understanding of community dynamics is important what is actually community? What are their beliefs perceptions?

You know the cultural path the cultural context, those dynamics you have to understand and then ultimately you have to spread positive program messages which can bring positive change to the community or to the society.

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Challenges to Health Promotion program implementation

- ❑ **Appropriate communication methods:**
 - Using multiple channels to communicate with local residents about the program can be highly effective for recruitment. To identify the best communication channels, and to understand the dynamics of the target population, conduct focus groups, surveys, or other assessments about how they receive information.
- ❑ **Keeping the community motivated:**
 - It's important for program planners to understand that one component of success is recruiting and retaining participants. Conduct education and outreach to identify community awareness of health concerns, determine community members' expectations, and to motivate individuals to achieve better health outcomes.

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Now the next is the challenges. The challenge is to help promotion program implementation. So, when you are planning like you have I mean you are planning something that you will be implementing a health education activity. Now in that case, whenever you are planning while planning you have to keep in mind there are some challenges which can come, so those challenges should be addressed. So, this is very important that you have to keep in mind.

Now see the first one I have mentioned here is the appropriate communication methods. Now for an activity for health education activity as we were discussing in our previous lectures also that the methods you know the communication matters the channels of communications etc., so many things are related to a health education activity. Now using multiple channels to communicate with local residents about the program it can be highly effective for recruitment.

Now to identify the best communication channels this is very important; you have to identify the best communication channels and to understand the dynamics of the target population. So, you can conduct a focus group you can do some kind of survey or any other assessment about how they receive information. Like you know the urban or the rural area, for example a rural area as we all know that for a rural area your channels of communication can will be different from an urban area because there are so many issues are related.

In urban area there are so many facilities of you know the internet and the smartphones and so many social media access is there. But in rural population in rural area, you might not get so much of facilities of internet or any kind of you know the social media or smartphones. So, what you have to understand that you have to understand the dynamics of the target population and for that you should conduct some in this focus group survey any assessment you can do about how they actually receive the information.

So, you have to be very particular and you have to be very clear that what kind of you know the appropriate communication method that has to be kept in mind that this is the communication method which can be used in a certain area. Like, for example the tribal area you know for tribal area you have to think in that way that what kind of communication method can be used. I mean if you have pre-planned and if you have decided that no whoever I mean wherever I am going to conduct a health education activity.

And I will just use only those two particular communication methods but that might not be visible in a certain you know such setting like in tribal setting or in any other rural setting. So, that you have to keep in mind and this is actually a big challenge an appropriate communication method choosing is a big challenge. Then keeping the community motivated, in my previous lecture also I was talking about the community motivation, community participation and everything.

So, it is very important for program planners to understand that one component of success is recruiting and retaining participants. Not only recruiting also the retaining participants, for example you have decided I mean you have seen that you have done an analysis and then you

have identified that worm infestation is quite common in that particular village among the children.

So, in that case you have decided that at a particular place for example in school or in social club any kind of area that you can choose according to your; I mean feasibility. And obviously the participants you know their feasibility and accessibility is also important. So, in that case in the first day you decided that you will give a lecture I am just giving an example that you will be giving a lecture to 30 or 40 mother of the children.

So, in that day you have decided that you will actually mobilize I mean you will ask the 40 mothers to come to that particular place for that lecture for the health lecture. Now then you have told to them that tomorrow or day after tomorrow again you have to come to this place only. Because you will be demonstrating the hand washing steps, the proper hand washing steps. Now see you have recruited no but retaining participant is also important.

Now you have to be you know very clear that whether those 40 mothers, they will again come tomorrow or day after tomorrow or any specified date and time. So, whether again they will come then only they will be able to understand and they will be able to learn and develop skills on the hand washing steps. So, this is very important that you have to keep the community motivated.

Now it is up to the health program planners that how they are going to keep the community motivated for so long. Like if you have decided that you will be conducting a health promotion activity for 15 days for 20 days on various issues or on the various you know sub topics of worm infestation. So, that community motivation and retaining the participant is important it is a big challenge.

In special now for example you see a tribal area or a rural area they have so many issues like first they will come and from next day onwards they might not come. Because they will say I have to go to field you know I have to do agriculture and all that and we have so many works at home

they might say all these things but the thing is you have to keep the community motivated. So, this is another challenge.

Now what you can do conduct education and outreach to identify community awareness of health concern determine community members expectations this is very important community members expectations what actually they are expecting from you. For example, they are expecting that you will be showing them you know some IEC material just for an example or you will be you will also demonstrate some other thing related to one worm infestation or any other topic like.

So, their expectation is also important like you have decided in your own way and community things a community members expectation is something else. Now if they see you know those committee members if they see that other are doing actually, we do not expect all these things we do not accept all those things. Why they are showing all those things why they are making us you know aware about certain things.


So, those expectations you have to understand otherwise you would not be able to keep them motivated they will come one day and from next day onwards they will not come and to motivate individuals to achieve better health outcomes. This is obviously important you have to make them understand that these are the positive things if you practice all these you know behaviour then you will you will be actually getting some positive health outcomes.


So, that is important because you have to make them understand that confidence you have you have to gain from them.

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Challenges to Health Promotion program implementation

- ❑ **Cultural and social issues:**
 - Unique cultural and social norms can affect the program's likelihood of success. Many communities have deeply rooted traditions and cultures around food, lack of trust for medical professionals and outsiders, and/or social beliefs around certain behaviors. Involving members from the target population in this process can help achieve cultural competency and encourage participation.
- ❑ **Resources and sustainability:**
 - Communities have finite financial, technological, and workforce resources. To create sustainable support for the program, focus on a shared vision and involve partner organizations and a larger body of community stakeholders.
- ❑ **Barriers to participation:**
 - The program design should accommodate lengthy travel times, availability of (or lack of) transportation, childcare needs, and site availability to minimize potential barriers to program participation.





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Then cultural and social issue, you know some community has certain kind of social and cultural context some other community has something else. And as I have always said in my lectures that this is very important the social and the cultural factors of a particular community is very important to understand because you cannot just go and implement intervention. You have to know whether they are going to accept those interventions.

Because it might happen there are some social or cultural factors you know, they feel that no these are the things we cannot accept. In our society in our culture these are the things which is actually unacceptable. So, these are the issues itself is a very big challenge for any kind of health promotion program implementation these issues are one of the biggest challenges. Now unique cultural and social norms can affect the program's likelihood of success.

As I was saying that how much is actually your intervention program will be effective or will be successful will depend on some cultural factor and the social norms the group norms. These are the people you know these are my friends these are the people my neighbour my relatives and they think that this should not be accepted this intervention should not be accepted we should not do this.

So, these are the norms which is very important what your friends you know families peer, relatives they are thinking that whether those behaviour you know that should be accepted or not

those norms are very important. Now many communities have deeply rooted traditions and cultures around food, food is a very important thing. You know in if you go to some community and if you say that no you should eat this food.

For example, anything for XYZ whatever any kind of food you actually advise them and suggest them that you should eat this food. Now it might happen that in that particular community I mean the culture you know they are not supposed to take that particular food. Now that is a challenge actually then how will you deal with that challenge, the lack of trust for medical professionals and outsiders this is quite common.

So, if suddenly you go to a community that you are a researcher, you are a doctor, a medical professional, a team of medical professionals then actually the thing is in fact you know they are still many interior villages who actually do not rely or they do not trust some of the particular you know related medical professionals or the health professionals or they only rely on the health facility or the health professionals who are actually staying in their village only.

Now if somebody if a team of medical professional or health program planners they go to a certain community then for them it is like they might not you know trust you. So, this is very important because you are an outsider so it will take time for the community members to trust you and or social beliefs around certain behaviours. So, certain behaviour some social beliefs are always there that you have to take in into consideration.

Now the involving members from the target population in this process can help achieve cultural competency and encourage participation. So, what you can do from that target audience or from that target population you should involve some of the community members. Now why you should involve them in this process because by that way it can help achieve cultural competency you will be competent like then you will be knowing these are the cultural values these are the beliefs this community has.

So, you have to talk to those community members only some of the community members from that particular area only. Then only you will be able to understand that these are the social and

cultural issues and then definitely increase the participation of them. Then resources and sustainability: now communities are finite financial technological and work for workforce resources.

Now to create sustainable support for the; program focus on a shared vision and involve partner organization and the larger body of community stakeholders. So, these are the things I have discussed in my previous lecture also that the resources. The community you can pool the community resources the community stakeholders, you can talk to the community stakeholders you can and do a partnership with certain organization which you know if they have the same vision like you have.

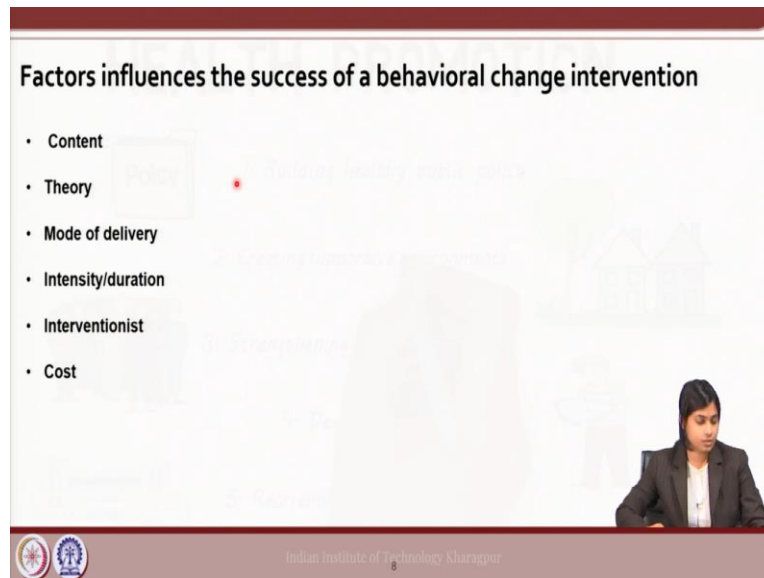
So, like that what you can do you can have a good pool of resources not only your resources but community resources and the partner organization all the resources you can just pool. Then sustainability you know for sustainability is like for a long time you have to maintain and for that you also need it are I mean lot of resources. So, this itself is a challenge resource and sustainability itself is a big challenge in implementing any health promotion program.

So, what you can do? You can take support from the community stakeholders and other organization. Now barriers to participation the program design should accommodate lengthy travel times availability of transportation or lack of transportation, child care need. And site availability to minimize potential barriers to program participation. Now the community members they might tell you that; no, I cannot go in that time you know I have so much of work in my home.

And I have to take care of my child I have to cook x y z, so many things they can tell you or the like school where you have actually planned your activity that is too far from my home, so I would not be able to go transportation everything, I mean the duration, the time the distance so many factors can be there I mean so many barriers can be there. So, these are the things where you have to be like very careful.

So, you have to accommodate all those barriers, actually you have to minimize the barriers to program participation, you have to try your utmost. So, that those barriers can be kept in limited or can be minimized then only those community members will participate in your health education activity.

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Now we will talk about the various factors which actually influences the success of a behavioural change intervention. Now there are so many factors you know there are so many factors are there which actually influences the success of a behavioural change intervention like the content. So, behaviour change techniques what behaviour change techniques actually you are going to use, how you are going to motivate so content is important.

Then the theory, theory is a model for example you have to be very rational and very you know you have to be very logical. Like in that particular behaviour if you are targeting a behaviour then you have to decide that which theory or which model like in the previous lectures, we discussed about the various health behaviour models and theories. So, you have to be very rational where to use which model like where you can apply theory of planned behaviour where you should apply the transtheoretical model.

So, appropriate application of theory or model is important for your success of any behavioural change intervention. Mode of delivery, this is important like what kind of you know how

actually you are going to deliver your intervention like interpersonal communication. Then you can also use you know you can use some electronic based methods mode of delivery you can use some electronic based, face-to-face communication, counselling.

This depends on your actually the objective and obviously on your target population. So, proper mode of delivery selection of a proper mode of delivery of the intervention is important. Now the intensity and duration for example for how long you are actually implementing that intervention that is very important. Then for how long for you know the duration everything is important the intensity and the duration.

Then interventionist actually who is the health educator who is basically going to intervene. Now his or her experience professionalism and how those health educators or who is going to intervene has been you know are trained properly or not. Like a research team has to train that particular persons who is actually going to implement those intervention. The cost is very important financial cost time cost and here also you have to keep in mind the cost effectiveness.

Like you are investing such money you are investing some money, so what output is actually those money is bringing so, cost is important.

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The slide displays the following factors:

- Participants
- Tailoring
- Setting
- Acceptability
- Scalability
- Sustainability

The slide also features a presenter in the bottom right corner and the Indian Institute of Technology Kharagpur logo in the bottom left corner.

Now the participants you have to understand the participants you know their baseline knowledge, attitudes and everything you have to understand that I have discussed in my previous lecture also. Now the context and where actually the participant is from which place rural area, urban area, tribal area the context the settings their knowledge everything is very important. Tailoring so whatever I am in intervention you know you think that you are going to implement that you have to be very specific.

Like the mode of delivery, the then you the intensity and duration all those things should be very specific and tailored to your objectives and to your behavioural change intervention objective. Now setting is important setting is important in many ways like you have to first like rural, urban, tribal, then the thing is that where actually you have to think from where those participants belong.

Then in that particular village where actually you are going to conduct your behavioural change intervention, where you are going to implement. Because as I was saying there are so many barriers can come those people you know they might feel that that particular setting is not appropriate or not feasible for us to go so these are the things you have to keep in mind. Then the acceptability, acceptability is like you see whatever you are going to intervene.

Those community members you are going to intervene the behavioural change you know intervention. So, how actually that particular community is accepting your intervention. So, acceptability is very important, like if you keep on giving lectures you keep on doing counselling but that community is not accepting then that behavioural change intervention will not be successful will not be effective.

Scalability is you know the resources, for example you have a certain kind of resources how much that is sufficient how much that is available now like you have planned a very big thing like for one month two months three months you are going to implement a behavioural change intervention but you do not have that much of resources. So, the availability of resources and the sufficiency of resources is important for the success of a behavioural change intervention.

Sustainability is very important for how long you are going to implement that intervention. So, for how long duration how many times?. The sustainability is important in the long time. So, this like if you have a very minimal resources then sustainability will be a big question here and if sustainability is not there properly then it is said that that behavioural change intervention will not be that effective.

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Factors influences the success of a behavioral change intervention

- Behavior
- Fidelity
- Measurement
- Comparison group
- Risk of bias

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Now then here you know the behaviour, for example there are some behaviours which is just you know like for example immunization. One time you go and you take in immunization and again for the next vaccine you go or for the next dose. Now there are some behaviours which needs repetition I mean repeating you know the repetitions biggest example is healthy diet physical activity it is not about that one month, two month, three months or six months, one year.

This is something that you have to I mean keep on doing. Keep on following proper regular physical activity pattern keep on following the proper dietary consumption healthy dietary consumption. So, this is very important whether it is on and off behaviour for example immunization or it is something a repetitive kind of behaviour like healthy diet or the regular physical activity.

Then fidelity is like whatever you know intervention mode of delivery the intensity the duration how much those has been actually utilized properly for the behavioural change intervention. So, it is all about the utilization of all those. Measurement, in a measurement here you have to think that you have planned for two-month activity just for an example. And so, it depends that whether you are going to measure I mean in phases in certain interval.

While those interventions that behavioural change intervention is being implemented or you are going to measure at the end. So, these are the factors, this measurement is also a very important factor. Now measurement obviously should be very you know reliable valid and it should be observable. Then the comparison group, so you have an intervention group also you can have a comparison group.


And also like for one group you are giving intervention A for another group you are giving intervention B so the comparison group. Now for group A you are giving some kind of intervention where mode of delivery the intensity or duration of that intervention or the theories content whatever that is different and for the comparison group the things are different. So, this is also very important that should be accountable.

Then the risk of bias like lack of blinding and lack of randomization how much you know these buyers are actually accounted for the whether intervention will be effective or not or whether when the risk of bias is too low then those intervention is effective or not. So, these are this is also one of the important factor. So, these whatever I have discussed now these are all the factors which actually influences the success of a behavioural change intervention.

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CONCLUSION

- Local leaders and community organizations can support health promotion efforts.
- Unique cultural and social norms can affect the program's likelihood of success.
- The mode of delivery, setting and characteristics of the target behavior itself are the factors that could modify the success of a behavioral intervention.



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Now conclusion, local leaders and community organizations, they can support health promotion efforts. Then unique cultural and social norms can affect the program's likelihood of success and the mode of delivery the setting and the characteristics of the target behaviour itself are the factors that could modify the success of a behavioural intervention.

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RESOURCES

- Prestwich A, Kenworthy J, Conner M. Health Behavior Change – Theories, Methods and Interventions. Routledge; 2018
- Module 3: Implementation - Rural Health Promotion and Disease Prevention Toolkit [Internet]. Ruralhealthinfo.org. 2018 [cited 23 April 2022]. Available from: <https://www.ruralhealthinfo.org/toolkits/health-promotion/3/implementation>
- Dobe M; Health promotion and Education: Foundations for Changing Health Behavior. 1st Edition 2022 Academic Publishers



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Now these are the resources, you should go through all the resources, thank you.