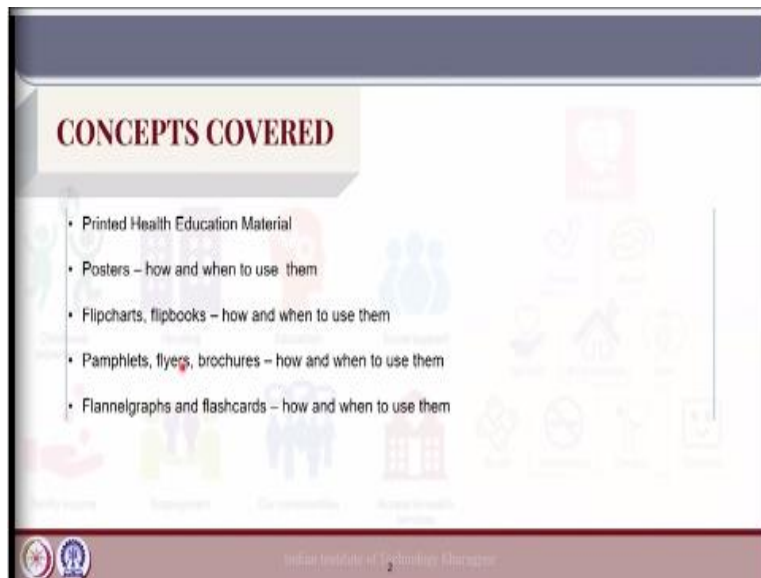


Basics of Health Promotion and Education Intervention
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Lecture-33
Health Education material-Part I

In this session of the course on basics of health promotion and education intervention we are going to discuss about health education material.

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The concepts covered would be mostly based on printed health education material especially posters, how and when to use them. We would also talk about flipcharts, flipbooks how and when to use these and the commonly used pamphlets, flyers, brochures etcetera. Along with flannelgraphs and flashcards which are again very commonly used by community level health workers.

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Print Material

- Print material, such as pamphlets, flyers, and posters, are generally considered best for providing a timely reminder of key communication messages
- Print material commonly used for health communication at the community level include posters, leaflets, handouts etc.

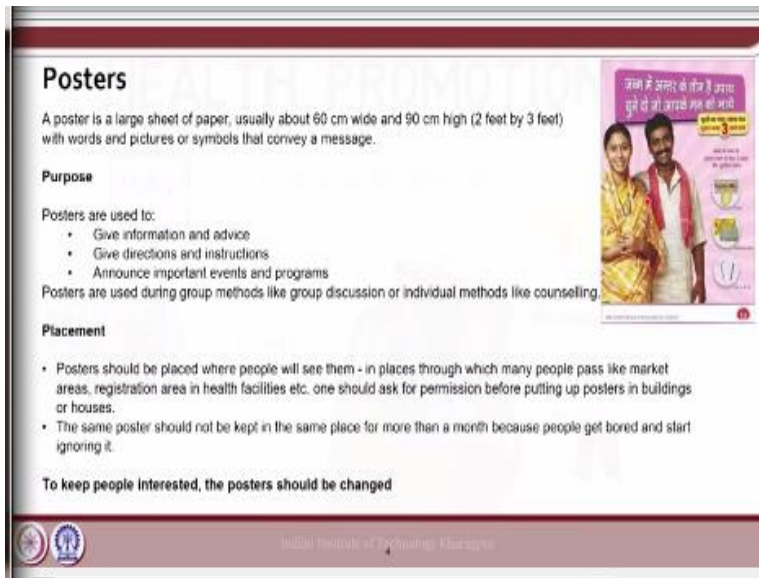


Information & Learning Manager

So, we are talking about print material, print material like pamphlets, flyers, posters and there are lots and lots of them, you can see here one of the counters in an exhibition or health fair where there is such a lot of different types of print material available and is being distributed amongst the visitors. So, they are generally considered best for reminding about key communication messages.

It is always handy, it is always there, it remains with you and you can always refer back to it whenever necessary. So, print material commonly used for health communication at the community level include posters, leaflets, handouts and with the advent of the information technology. Of course, print material is gradually getting relegated as people are taking more and more to social media and other types of electronic outreach mechanisms.

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So, very commonly we use posters. What is a poster? A poster is a large sheet of paper basically, usually a poster is 2 feet by 3 feet in size that is 60 centimeters wide and 90 centimeters high, so that is the standard poster. When we order posters or ask people to prepare posters this should be the specifications given. So, a poster has words, a poster has pictures, a poster also has symbols all of which are conveying a message.

Now here in this poster you can find there is a picture, there are some captions or words on top and there is the symbol down below of the program which is producing the poster. So, here is the logo or the symbol, so these are the pictures and these are the words and this is the poster. Why are posters used? Posters are basically used to give information, tell people what to do or give advice, give directions how to do something or instruct people what to do, where to go, how to avail something.

Or announce important events and programs such and such thing is going to happen, this day immunization is going to be given, such and such place a health camp will be held, so it announces important events and programs. And posters are very commonly used in group methods like group counseling, group discussion or even during counseling methods and you would find that these posters are actually produced in bulk distributed.

And whether they are used or not in the proper manner most oftenly not than used properly. So, our purpose here is also to understand how to use a poster properly, for that we need to know firstly where should a poster be placed? Posters should be placed where people will see them, unfortunately if you visit health facilities particularly government facilities and outreach facilities it is rarely put up where people do attend or people pass through.

In more often than not they are placed in some inconsequential corner next to the toilet or next to the fire extinguisher where people rarely see them or people rarely read them. Once again, a poster has to rely more on visuals particularly for low literate audiences like those found in our country. If there is a lot of factual information it is not called a poster, it becomes a chart because there, there are lots of facts, figures etcetera which is difficult for people to read.

It gives you a different sort of their charts are used for a different purpose but a poster has to have visuals, more photographs or more images which will convey the message. And a big caption, one big caption with a smaller number of conjoined words because most of the people have difficulty in reading these posters. So, a very simple message preferably 1 message per poster with instructions if necessary or here as in this poster you would find some options. (FL)

So, here the options are given for spacing and they are told that you choose the one which suits you and there are some pictures of the different methods provided. But again, there are critiques of this poster as well which you would be able to understand as we go through this. So, in places through which many people pass like markets, registration area and health facilities everybody would come to get a ticket done or register in the health facility.

So, if it is a really important poster trying to give a really important information then it should be put up there or suppose this particular poster should either be in the antenatal clinic or the postnatal clinic where women will be coming for checkups just before or after pregnancy and delivery. Now one should ask for permission before putting up posters in buildings or houses sometimes they are outsourced.

So, people just go anywhere and everywhere they like and put up these posters but that serves no useful purpose. Actually, you should ask and put up these posters if it is in somebody else's building. And the most important thing is the same poster should not be kept in the same place for more than a month. Because then people get bored, start ignoring it, all of us are tired of looking at the same thing over and over again.

So, ideally to keep people interested the posters should be changed and it should be placed at eye level, this is another thing which I need to emphasize because more often than not you would find them placed in such places where the people will never be able to read it either very high up or in a corner or hanging in some way. If at all a poster is put up, it should be put up in such a way that it is at eye level, easy for people to read and the font size should be such that people are able to read it from a distance.

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The slide is titled "Using posters in a group" and contains the following bullet points:

- The poster should temporarily be fixed to a wall or tree in front of the group so that they can all see.
- One should not stand in front of the poster while discussing.
- If necessary, a volunteer from the group may be requested to hold the poster or take it around for the group to see.
- Posters should be used as a basis for discussion.
- The poster should not be held up and explained right away. *Instead*, the group should be asked to look at the poster carefully and asked what they see. Initiate the discussion on the basis of their responses and continue the discussion repeating and reviewing the messages of the poster.

The slide includes two illustrations: a line drawing of a group of people gathered around a poster, and a photograph of a health fair where a woman in a yellow uniform is showing a poster to a man. A small inset video shows a woman speaking. The slide also features logos for the National Institute of Health and Family Welfare and the National Institute of Community Health.

So, using posters in a group, if you really want to teach somebody or go through a poster particularly in exhibitions and health fairs also, we use a lot of posters or even during group discussions, counseling we do use posters. If it is an outreach situation the poster should be temporarily fixed to a wall or tree in front of the group, so that they can all see. First thing is people should be able to see the poster, should be able to read it or should be able to see it.

Then while discussing take care that the person does not stand in front of the poster while discussing. Sometimes it happens we are oblivious, we are actually standing in front of the poster and saying what needs to be said. Now sometimes you may not have a tree, may not have a wall, so in that case a volunteer from the group may be requested to hold the poster or take it around for the group to see.

Posters are used as a basis for the discussion, it is not just read out like that, so you can select points, you can convey the message but the discussion has to be generated from the message given in the poster. The poster should not be held up and explained right away, okay the group is here, now here is the poster and this is what it says, no, it is not like that. Instead, the group should be asked to first look at the poster carefully and ask what they see.

You know it is amazing the sort of information which comes out because posters are never in most cases, they are not prepared in consultation with the people for whom they are meant to. So, obviously the understanding of the target audience or the people who are looking at it is different from the understanding of the person who has prepared it or the agency which has prepared it and that leads to this gap.

So, it is important to first test the poster, testing will be dealt with subsequently, so it is important to test the poster and then initiate the discussion on the basis of their responses, continue the discussion, repeat the message. The more you repeat it the better understanding will be there, so repeating and reviewing the messages in the poster, this is how a poster needs to be used in group discussions or counseling.

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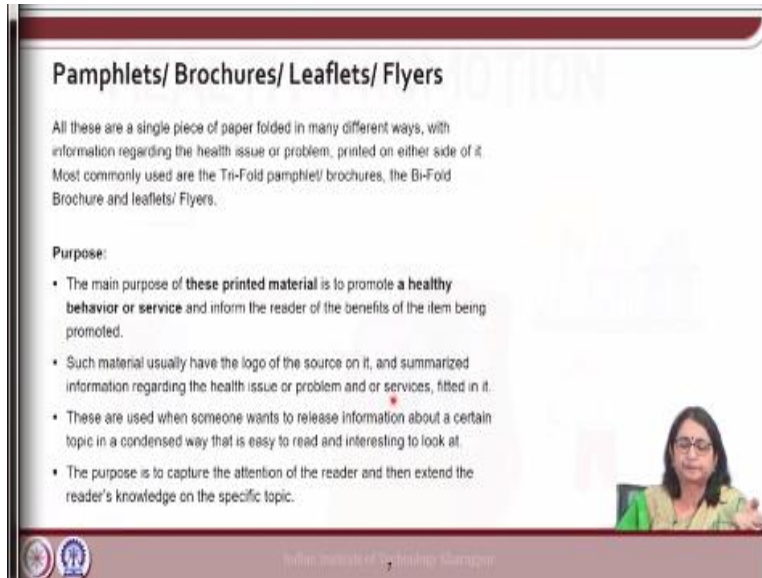


The other type of print material which again are very commonly used are flipcharts. Flipcharts, well, this is somewhat looks like a flipchart or a flipbook, the workers here are commonly using flipbooks this one here, this one here and this one here. If it is in a larger poster size it is a flipchart, so these are shown one after the other, they are arranged like that, so that several aspects of a topic are taken care of in series chronologically.

So, with blank sheets also flipcharts are used very commonly to record ideas, so when you do participatory research or you work with the communities' flipcharts are used to record their ideas or ask them to draw images to help understand their perception better. So, flipcharts and flipbooks are very commonly used, you can see here that they are being used to convey this important health information.

And this discussion which this lady is carrying out here is with pregnant women, she is doing something else and this lady also is goanna perhaps conducting a session on infant feeding. So, these are very commonly used once again.

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Now another thing which is used is flashcards, so I will come to that later on but before that the most commonly used type of print material is pamphlets, brochures, leaflets and flyers. Actually, all of these are single pieces of paper but they are folded in different ways. So, all of them have information regarding the health issue or the problem which is printed on one side of it. Most commonly we have a 3-fold pamphlet or a 3-fold brochure but we also have bifold brochures and 1-page flyers or 1-page leaflets.

Very commonly used for health purposes and for other purposes also, even in the morning newspapers you get so many flyers, leaflets etcetera, informing you about different services different activities etcetera which are going on. The main purpose of all these printed materials is to promote a healthy behaviour or service that this particular service is available, this particular behaviour is healthy, this is what you need to do.

So, you inform the reader of the benefits of whatever item is being promoted, such material usually has the logo of the source like we showed you in the poster there will be a sign from who has made it or which is the source of information. And it has a summarized information regarding the problem, we are not dealing it in great details but in summary it is written about the problem of the services.

Now these are used when someone wants to release information about a certain topic in a condensed way. We do not want much discussion but just people will remember that such and such services are available there, okay. So, and it should be easy to understand, interesting to look at, people would be interested to read it. The purpose is first to capture the attention of the reader, oh! if mostly they will say this is a pink piece of paper with this black printed material.

I have been coming through this over and over again, I do not know how to read, so I will throw it away but that is not the purpose. So, depending upon the audience the characteristics of the audience, the flyers, pamphlets, brochures, leaflets etcetera, have to incorporate images accordingly. So, their knowledge on the specific topic knowing about it and then putting in that extra bit as a cue or a reminder.

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So, these are all different types of pamphlets, brochures, etcetera. You can see the first one; this is an African material on trachoma. This is a tri-fold brochure; very simply you can see the pictures are there, it is prepared by the iHealth Secretariat Ghana health service. So, the first attractive caption is let us be trachoma free. So, if a person is interested will read through the rest how to be trachoma free? How can I treat active trachoma? What is trichinosis?

Then active trachoma and trichinosis are they related; how can I treat? Does active trachoma and trichinosis lead to blindness etcetera? So, these questions are answered in very short 1 liner or 2

liners in this brochure with attractive pictures. Now this one is a flyer which has been again prepared by the national mental health program on new mother, motherhood and psychological problems, this one out here.

So, here again as a flyer I think the only concept which goes across is the new mother but for a low literate audience this type of flyer will not be very much acceptable. Because it has a lot more of printed words, those who can read and write of course will go through it, will all the psychological problems have been outlined. And it says visit your nearest health center or department of psychiatry without delay.

But this is mainly meant for a literate or a person with higher educational levels but not for low literate audiences.

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Key Elements of a Pamphlet/ Brochure/ Leaflet/ Flyer

- **Command Attention with the Cover**
An eye-catching cover has uncluttered design and 3 main elements:
 - The logo of the source of communication,
 - An image that stands out
 - A phrase that captivates the reader to want to learn more. This should be in a large font, fewer than ten words, and placed at the top or the bottom of the brochure as opposed to the middle.
- **Compelling Text**
 1. Ask a question on the cover and answer it on the inside.
 2. Start a phrase on the cover and continue it on the inside.

So, the key elements of a pamphlet, brochure, flyer etcetera, is that first as I said it the cover has to command attention. We all first see and then go deeper into it, so an eye-catching cover with uncluttered design, not too many things but one thing should be there, should have attractiveness. It has to have the logo of the source of communication because that is very important to check source credibility also.

An image that will stand out if you see this case of trachoma, there is one image and it stands out. A phrase that captivates the reader to want to learn more let us be trachoma free, so well I want to be trachoma free, this is a problem in this place. So, there should be large font, yes, this is large font, there are fewer than 10 words, yes, so is it here fewer than 10 words let us be trachoma free.

Placed at the top or bottom, we do not place the words in the middle, the picture goes in the middle, the words are either at the top or the bottom. So, the picture will catch your eye first then we would like to read what it is about and then go further. Then it should have compelling text, put some questions on the cover answer it on the inside or put questions and answers or start the phrase in the cover and continue it inside.

Like they said let us be trachoma free and then they went out to ask questions of how to be trachoma free? Each step and went on the inside, so that is how this print material, pamphlets, brochures, leaflets should be designed.

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Key Elements of a Pamphlet/ Brochure/ Leaflet/ Flyer

- **It should highlight information with Boxes**
Boxes used to draw attention to key images or information, but they should be used sparingly.
- **It should have appropriate folds**
There are many different types of folds that can be used. Some of the folds are better used for giving less information whereas some of the folds are better used for lots of information. A Z-Fold is used when a lot of information is being presented as only one panel at a time is being displayed which stops the reader from being bombarded with information. A basic Tri-Fold is used for brochures with less information and a large central image.
- **It should be lively with Photographs**
Pictures and images are a great way to communicate a message without using text. 2 - 4 pictures are usually sufficient.

Indian Institute of Cholera Research

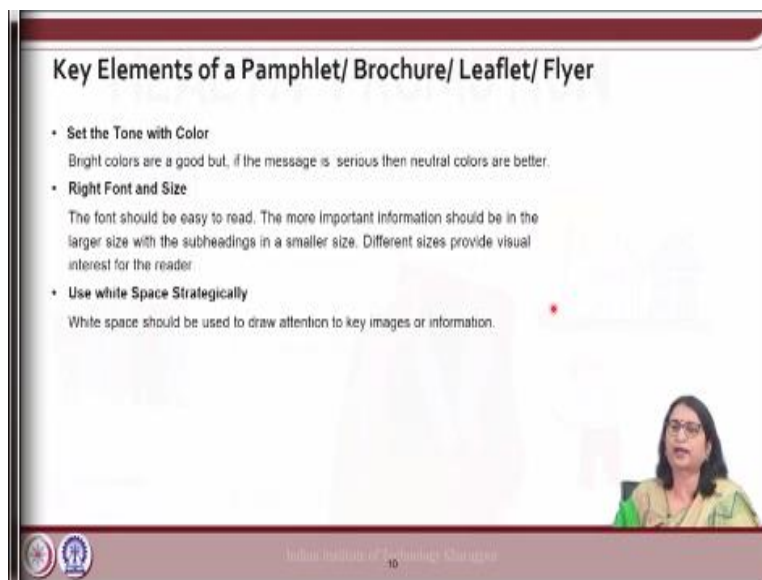
It should highlight information with boxes we all sometimes we want to draw attention to key images or information and put them in boxes. But too many boxes are again very detrimental, if you put boxes everywhere then people would start looking here and there at all the boxes, we do

not want them to look at boxes everywhere. So, the key image should be boxed, it should have appropriate folds.

There are many different types of folds which can be used; some of the folds are better used for giving less information whereas some are better used for lots of information. Like you can use Z-folds where a lot of information needs to be given, you read only one panel at a time and move to the next one. So, at one go there is not much information but at each page you go on giving information.

But mostly there is a basic tri-fold system which we use for brochures with less information and a large central image as you can see here.

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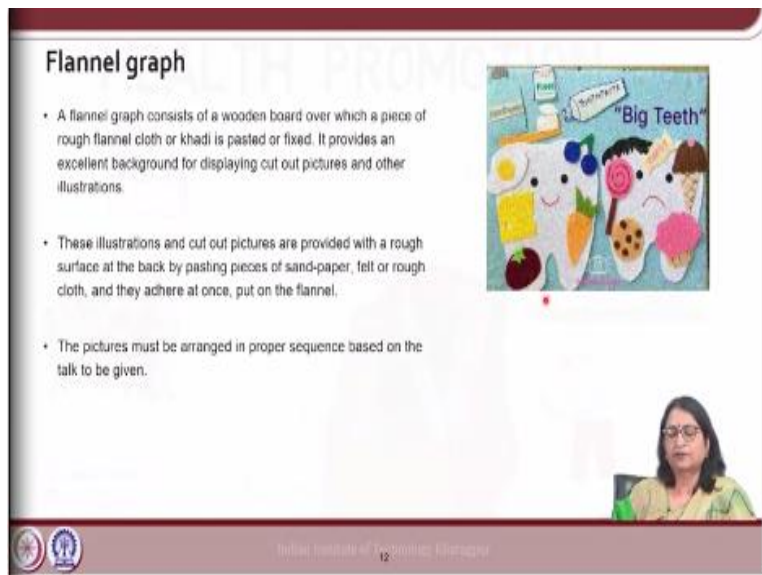
Less information central image and all this being there. Well, we have to set the tone with colour as well. Always we feel that something in bright colours would attract our attention, they are good but if you are talking about something very serious or something very sorrowful then it is better to put neutral colours instead of putting it on all red, blue, black etcetera. Right font and size are very, very essential, the font should be easy to read.

More important information in larger size, subheadings in a smaller size, different size would provoke visual interest. If you have the same font all over people get bored, people get bored

very easily, so you have to keep on trying to keep their attention, catch their attention and use white space strategically. In fact, white space should be left; white space should be there to draw attention.

If you look at this folder or this pamphlet then you would see there is a lot of white space which actually makes the pictures stand out and look nice, so white space has to be there and has to be used strategically. Photographs, pictures and images are a great way to communicate a message. So, even if you do not have text, you can convey your message using 2 to 4 pictures, usually that is sufficient and some wonderful materials are there where just with pictures you have one has conveyed very good messages in a very effective way.

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Flannel graph

- A flannel graph consists of a wooden board over which a piece of rough flannel cloth or khadi is pasted or fixed. It provides an excellent background for displaying cut out pictures and other illustrations.
- These illustrations and cut out pictures are provided with a rough surface at the back by pasting pieces of sand-paper, felt or rough cloth, and they adhere at once, put on the flannel.
- The pictures must be arranged in proper sequence based on the talk to be given.

The slide features a colorful illustration titled "Big Teeth" showing a large tooth with various items like a carrot, an apple, a banana, and a glass of milk attached to it. Below the illustration, there is a small video inset showing a woman speaking. At the bottom of the slide, there are logos and the text "National Institute of Community Development" and "12".

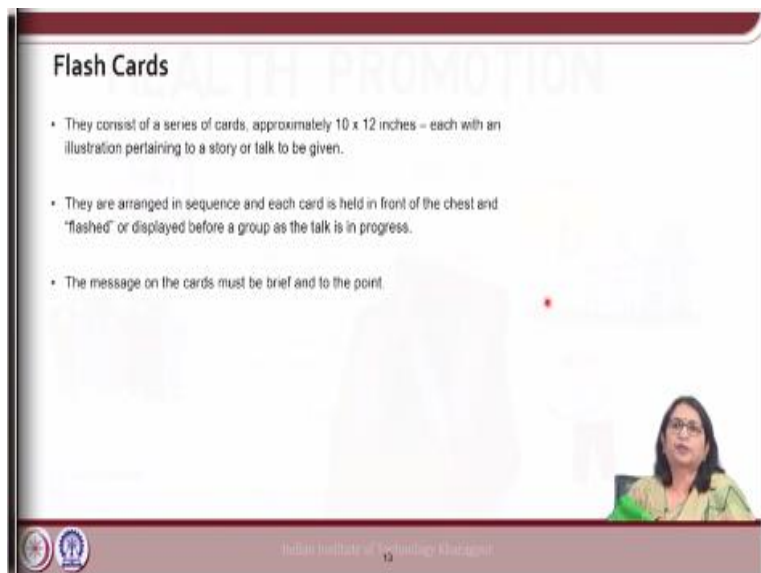
Now this is another thing which perhaps most of us have seen but have not used, it is the flannel graph. We have used it in schools many of you have used it in schools, so it is a wooden board over which a rough flannel cloth or khadi is pasted. Nowadays people have it in their workplaces, small modular workplaces, they have one such graph a grass board type of thing.

So, this actually can be used for as a health educational material because it provides an excellent background for displaying cut-out pictures. This gives you creativity, sometimes you would not like to have whatever is already there or what is made, it is not up to your satisfaction. So, you can actually cut-out pictures, paste it on the flannel graph and put it up as a display.

So, these illustrations and cut-out pictures are provided with the rough surface at the back, this was in the days before the double-edged tape came, so there we would attach sand paper and then we could put it on the graph. But now we have these double-sided cello tapes which are so easy now, so here you can see the school children prepare something on oral health, teeth, the preventive mechanisms, etcetera.

And it is so wonderful, it is very attractive, it is nice; it conveys the information through their pictures. But pictures have to be arranged in a proper sequence, you have to decide the sequence of your talk and you arrange the sequence and move along with the flannel graph.

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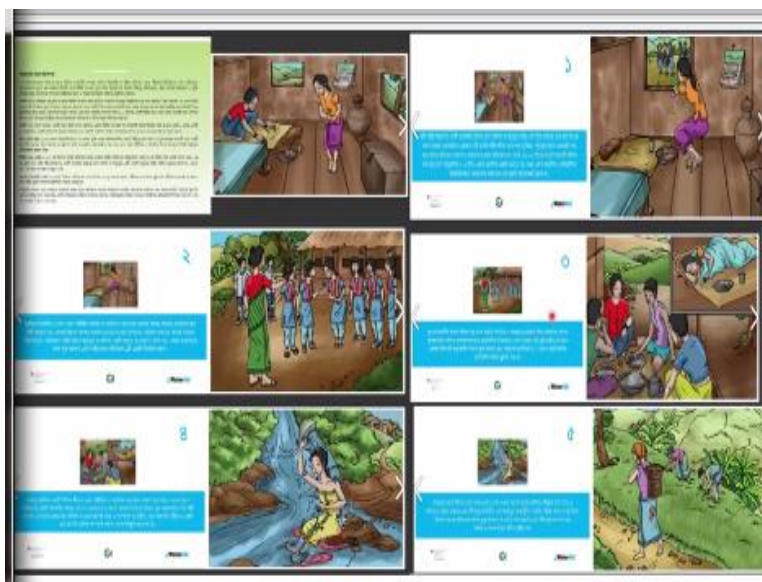
I was talking to you about flash cards. Now flash cards are actually they are just a series of cards, they are 10 by 12-inch cards, the big birthday cards which we use, they are the size of the flash cards. But it has an illustration in front and some points at the back, so the illustration is pertaining to the story or a talk which is to be given and they are arranged in sequence.

Of course, the story has a sequence, so it has to be arranged like that; it is numbered and arranged in that sequence. And each card is held in front of the chest, you do not hold it at the side, you hold it in front. So, you can look at what is there behind and you can remember and talk about it, not forgetting the messages the important messages which are to be given and talk

about it. So, this is an interesting way of conveying the message through a story. And why flash cards?

They are very easy to carry from place to place; they are just a set of cards, so you can just the health worker or whoever is conveying the message can carry it from place to place. So, the messages on the cards are very brief and to the point but you will talk about the story, convey the story, remembering to incorporate these messages. They are actually very good in conveying health messages.

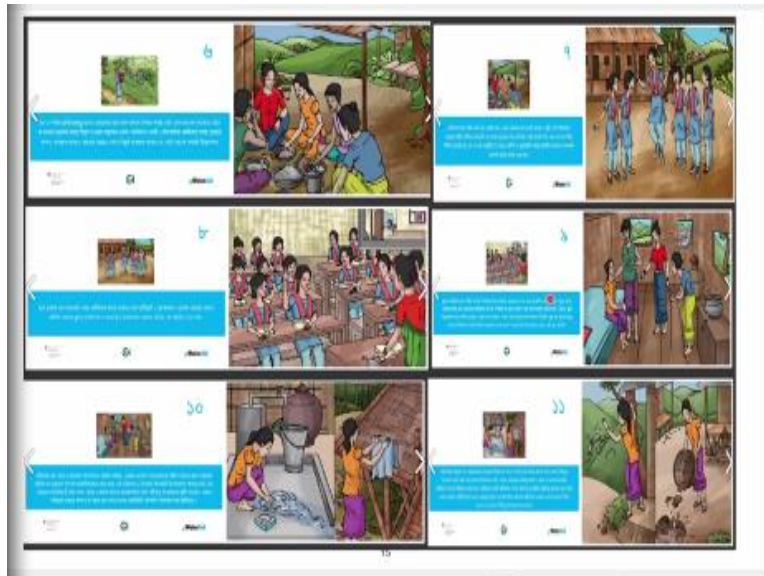
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So, these are some of the flash cards which have been used. As you can see this is on menstrual hygiene management, so it has the story at the back, 1 important message at the back and 1 picture in front. So, the story moves chronologically of how the little girl this adolescent girl was actually facing problems during menstruation, was doing all the wrong practices of not doing physical activity during menstruation of being separated from the family not being given the normal family food and taking her bath in a faraway place.

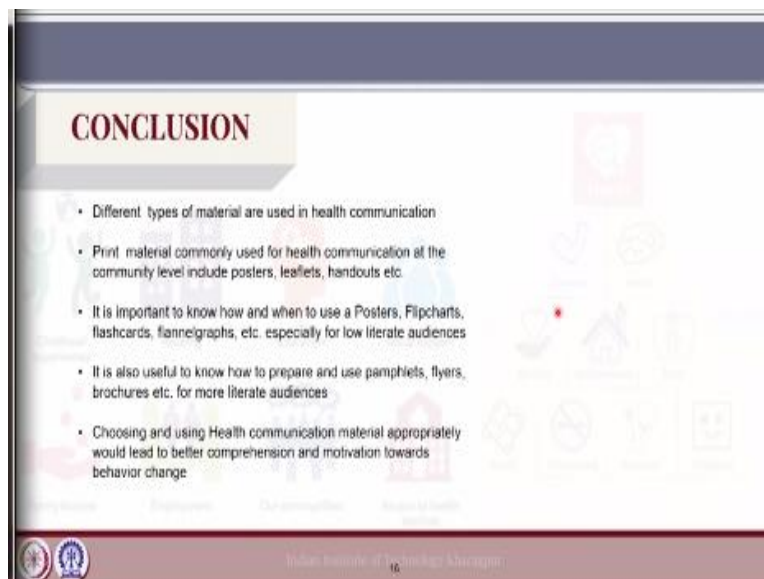
Washing her clothes, including the sanitary clothes contaminated with menstrual blood, she was washing it in these rivers and actually so her life was a mess.

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But gradually after understanding, after being told what to do and how it affects her health, the family changed. And now she is participating in her physical activities, she is become more active in class, her anemia is taken care of and naturally her brothers also are playing with her, they are asking her to participate in all activities. She is now keep washing her clothes in clean safe water with soap and hanging up to dry in a well-lit place. And she is not actually throwing the used pads here and there, she is properly disposing it.

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So, as we said there are different types of material which are used in health communication, there are hosts of types of material, different types. But still today print material is the ones which are commonly used for health communication at the community level. And you must have seen

many of these communist amongst which are posters, leaflets, handouts of course you have seen banners, you have also seen wall paintings all these are composed of words and pictures.

But it is very important to know when to use it, it is not like you can use this everywhere and at every situation, no. So, we have discussed how to use it, when to use it especially the considerations which one has to make for low literate audiences. We assume, we presume that they will understand everything but as we go through in the next few classes we would talk about readability, we would talk about testing.

And they give us very great insights into why this has to be very carefully planned, very carefully used and very carefully designed as well. It is also useful to know how to prepare and use these for more literate audiences. Using always has a planned process, so that has to be done properly. And of course, once we know these we will choose and use them appropriately and choosing and using this material this health communication material appropriately would definitely lead to better comprehension.

They would lead to better understanding of the issue and they would also lead to better motivation towards behaviour change. So, next time when we use such material, we have to be cautious about where we are using it, how we are using it and whether we are using the appropriate material for the appropriate audiences.

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RESOURCES

- Health Education, Advocacy and Community Mobilization Module: 9. Methods and approaches of health Communication [Internet]. [Cited 29 November 2021]. Available from: <https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=166>
- Health Communication Strategies – Rural health Promotion and Disease Prevention Toolkit [Internet]. Ruralhealthinfo.org. [cited 29 November 2021]. Available from: <https://www.ruralhealthinfo.org/lookits/health-promotion/2/strategies/health-communication/health-communication>
- Dobe M. Health promotion and Education. Foundations for Changing Health Behavior 1st Edition 2022 Academic Publishers

Indian Institute of Technology Madras

So, the resources once again which have been used to prepare this material are here and you can refer to them to understand these in greater detail, thank you.