HEALTH EDUCATION SUCCESS STORIES

- Education to stop smoking
- Prevention of unexpected infant deaths
- Promotion of non-smoking
- Change in food labeling
- Increasing knowledge about ante-natal care

APPROACHES TO HEALTH EDUCATION

- The medical approach
- The behavior change approach
- The educational approach
- The client-directed approach
- The social change approach

HEALTH EDUCATION NEEDS

- Normative Need
- Felt Need
- Expressed Need
- Comparative Need

PLANNING FOR HEALTH EDUCATION

- 1.Identify consumer/clients/patients   and their characteristics
- 2.Identify consumer needs
- 3.Decide goals for health education
- 4.Formulate specific objectives
- 5.Identify resources
- 6.Plan content an method in detail
- 7.Plan evaluation methods
- 8.ACTION,Carry out the health education
- 9.Evaluate

Stage 1:Identify Consumers and their Characteristics

- Numbers, individuals families and groups
- Experience and knowledge
- Culture and language
- Attitude and motivation
- Age and sex
- Help problem and handicaps
- Expectation and experience in educational methods

Stage 2: Identify Consumer Needs

- Epidemiological data
- Social an environment indicator
- Perceptions of professionals and the public

Tujuan Pendidikan Kesehatan

- Memberikan pengetahuan,ttg dasar hidup sehat
- Membentuk sikap dan tingkah laku yang baik thp persoalan kesehatan
- Membentuk kebiasaan hidup sehat dengan latihan