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 and 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