

Methods of Health Education

1. Individual approach

- i. **Personal contact**- by Direct interview
- ii. **Home visits**- for Follow ups

❖ **Individual approach is used for pretest & posttest HIV counseling**

❖ **Interpersonal communication (IPC)**

- **Most persuasive & effective media system for communication**
- **Most effective method for motivating couple for adopting family planning process**
- **Loss of interpersonal communication is managed by telecommunication**

2. Group approach

i. Lecture

- Oral presentation by a qualified person
- Information is transferred to a large group in a short time
- Group should be 30 or less
- Talk should not exceed more than 20 minutes
- **Types-**
 - a. **Flip charts** - display before a group as the talk is being given
 - b. **Exhibits** - Models, specimens
 - c. **Films** - mass media of communication
- **Advantages-**
 - Economical
 - Covers large groups in small time
 - Less preparation & minimum resources

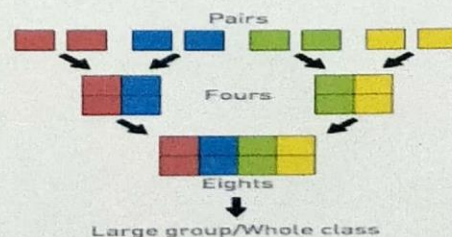
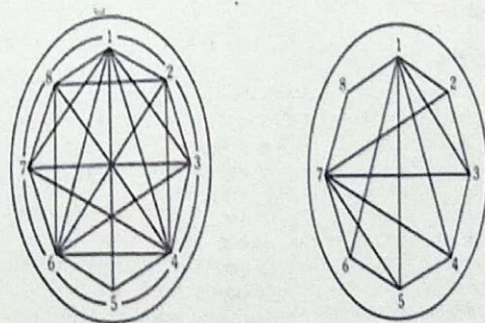


ii. Seminar

- Class held for an hour or two for a small group of students, coming together for discussing & learning a specific topic under the guidance of a Teacher

iii. Group Discussion

- Aggregation of people interacting in face to face situation
- **Allows free exchange of ideas & opinions**
- **Effective method to change health beliefs & attitudes**
- **1 Group leader**
 - Initiates the subject, encourages everyone to participate & sums up discussion in the end
 - Prepares a report on the issue discussed & agreements reached
- **Group**
 - **6 – 12 members**
 - **All Participants are seated in a circle**
 - **group members may or may not be known to each other**
- **Rules of group discussion**
 - Listen to others & Don't interrupt
 - Express clearly & Accept criticism
 - Make relevant remarks
 - Help to reach conclusion



❖ **Pyramidal group discussion- Snowballing method**