

EFFECTIVENESS OF CHALK AND TALK (LECTURE) METHOD OF HEALTH EDUCATION

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Abstract

Health education is a connecting channel for reaching people. Educating people to adopt and maintain healthy practices and lifestyles. Every method of health education have their own advantages and disadvantages. Which among the various methods is more beneficial for particular population is of point of debate. Various studies and surveys have been conducted to find out the effectiveness of methods of health education. The study was conducted under the committee of "National Institute of Occupational Health", India and it was found that in both broad area (main program) and focused area programs (sectional), the participants preferred lectures (62% and 65.7% respectively). It has been observed that particular method of health education is specific for a particular group of individuals depending on the age, educational qualification and sex of the participants. Still the preferred method by the participants is lecture method.

Key Words: Health education, Effective Lecture, symposium, workshop

Introduction

Health education is a process that drives the people to think for themselves. Main objectives of health education are Informing people (Cognitive objective), Motivating people (Affective objective) and Guiding into action (Behavioral objective). Twelve Principles of health education are

1. Credibility
2. Interest
3. Participation
4. Motivation
5. Comprehension
6. Reinforcement
7. Learning by doing
8. Known to unknown
9. Setting an example
10. Good human relations
11. Feedback
12. Community leaders.

Credibility is the degree to which the receiver perceived the message trustworthy. The message delivered in health education should be interesting to the participant's i.e. according to the need of the people. Participants should actively participate in the program so that the effectiveness is increased. After proper information regarding various diseases their causes and how to prevent them is given to the participants, it is necessary to motivate them to alter their lifestyles. Words used during health education should be familiar to the common man. Main components of health education are sender, receiver, message, channels of communication and feedback. Information (message) transmitted to the receiver by the sender (communicator) through the effective channel should be specific and accurate.

Communication between the sender and receiver may be one way or two way, it may be verbal or non-verbal and it may be formal or informal depending on the type of communication we have various methods of health education like chalk and talk method, symposium, group discussion, panel discussion, workshop, conferences etc. In this article effectiveness of chalk and talk method is discussed.

Methods of health education

1. **Individual approach:** When an individual visits the health Centre for some illness, opportunity should be utilized to educate the patient.
2. **Group approach:** This method is more effective than individual approach because more number of people can get benefit by this method. This method is further classified as follows:

a) Chalk and Talk method: In this very method an oral presentation of facts is prepared carefully by a qualified person. Presentation should have an opening sentence giving the theme of lecture. Lecture is given to the group of about 30 people for 15-20 minutes, while delivering the lecture diagrams should be drawn legibly. Effectiveness of this method depends on the ability of the speaker.

b) Symposium: In this method various speeches are selected on a particular topic and are presented briefly by the speaker.

c) Group discussion: This method of health education involves group of 6-12 members seated in a circle to identify problems and their solutions.

d) Panel discussion: In this very method 4-8 experts sit and discuss a particular topic in front of audience. Audience are allowed to ask questions and clear their doubts.

e) **Workshop:** During this method meetings with emphasis on individual work are conducted and each individuals work solve a part of problem by providing plan of action for the problem.

f) **Conferences and seminars:** This program is conducted with a particular theme on regional, state, or national level.

g) **Role playing /Socio drama:** Method of choice for children's health education in which the situation is dramatized to make communication more effective.

h) **Demonstrations:** As the name suggests education is given by demonstration i.e whole procedure is carried out step by step in front of audience.

3. Mass Approach: Health education for community or the general public is given by this very method. Various mass media used for this method are television, Radio, Newspapers, Documentary films, posters, Health exhibition, Health magazines, Health information booklets and internet.

Discussion

Among the various methods of health education lecture method is the most preferred method of education by the participants. A was study conducted in the scientific conference under the committee of "National Institute of Occupational Health", India in which methods like symposium, lecture and exhibition of health education were compared to know their effectiveness, it was found participants prefer lecture method over symposium and exhibition because they found it more easy to receive the message by single deliverer than multiple .lecture method was found more attractive by the audience because completeness in the topic delivered by the speaker was more accurate than the discreteness of message passed though individual posters or exhibits. According to the previous studies background and character of the particular group of recipients should be taken into consideration while delivering the health education because particular group of people is suitable for particular method of health education.

Conclusion

By concluding this article health education provided to an educated small group of people is more focused on the interest and preference of the receiver for the success of the program. Specific topic of lecture delivered to small group of people is more effective than symposium and exhibition.

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