

# Approaches of Health Education and Health Promotion

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# Approach of Health Education

- Regulatory approach
- Service Approach
- Educational approach
- Primary Health care approach

# Regulatory approach

- This is when Government takes initiative to change a health behavior.
- Example are Epidemic disease act,
- Pollution Act
- Food adulteration Act
- Environmental Act

# Advantages & Disadvantages of Regulatory approach

## Advantages

- It is simple and quick
- Useful in times of emergency such as Epidemic

## Disadvantages

- Applicable only in limited situations
- May not alter the behavior of the individual

# Service Approach

- Here all health facilities are made available to people at their doorsteps so that people may use them to improve their health
- Examples are advice on family planning, maternal health and child health care services

# Educational Approach

- Most Effective
- Gives autonomy towards their own life

## Components

- Motivation
- Communication
- Decision making

# Advantages and Disadvantages

- Advantage
- An individual gets sufficient time to learn new facts , bring about changes and avoid wrong information.
- Disadvantage
- Result is slow

# Primary Health care approach

- It is a new approach starting from people with their full participation and active involvement in the planning and delivery of health services.
- It is based on principles of health care via community involvement and Intersectoral co ordination
- Individuals become self reliant in matters of health



# Approach to Health promotion

- Medical
- Behavior Change
- Educational
- Empowerment
- Social change

