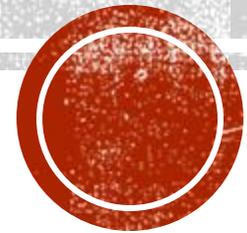


HEALTH EDUCATION WITH INDIVIDUALS, GROUPS AND COMMUNITIES



Presented by:- Bhagawati Ray

INDIVIDUAL AND GROUP INTERVENTION

- Health education and risk reduction activities are targeted to reach persons at increased risk of getting infections.
- If already infected then about transmitting to others.
- The main goal is to reduce the risk of occurrence.
- It should be directed to the person whose behaviours place them at risk.
- It includes street and community outreach, risk reduction counseling, prevention case management and community level intervention.



STREET AND COMMUNITY OUTREACH

- It can be described as an activity conducted outside a more traditional, institutional health care setting for the purposes of providing direct health education and risk reduction services or referrals.
- Before conducting any outreach activity in community an agency must define the specific population to be served and determined general needs.
- It can be conducted anywhere From a street corner to a pool hall, from a parish hall to a school room.
- Agency's should be willing to go to the community.



STREET OUTREACH

- It involves outreach specialists moving throughout a particular neighborhood or community to deliver risk reduction information and materials.
- The outreach specialist may set up an information table on a street corner.
- It's fundamental principle is to establish face to face contact with the client to provide risk reduction information and services.



EFFECTIVE STREET OUTREACH STAFF

- Know the target group's language.
- Have basic training and experience in health education.
- Sensitive to community norms, values, culture etc.
- Share identity with the population served.
- Trusted by the group they serve.
- Act as a role models to the clients they serve.
- Advocate for the population served.



- Acts as liaisons between the community and the agency.
- Inform about community resources and use them.
- Regular contact among educators, outreach specialists and supervisors.
- Observation of potential outreach areas to determine the locations, times of a day that are more productive for reaching population to be served.
- A written and comprehensive field safety protocol that is regularly updated.
- Carry picture identification card with full information.
- Work in pairs.
- Establish a mechanism to keep your supervisor aware of your location and activities.



- Establish contact with local police precincts in the area.
- Take permission from key person of community.
- Leave the area if tension or violence is observed.
- Avoid controversy and debate.
- Design or adhere to a schedule.
- Avoid drinking alcoholic beverage.
- Development of collaborative relationships.
- Maintain client's confidentiality.



**1. WRITE DOWN ANY FIVE EFFECTIVE STREET
OUTREACH STAFF.**



THANK YOU !!!

