



MIDE WIFERY

Level-III

Learning Guide-09

**Unit of Competence: Perform Community
Mobilization and Providing Health Education**

**Module Title; Performing Community Mobilization
and Providing Health Education**

LG Code: HLT MDW3 MO4 LO1-LG09

TTLM Code: HLT MDW3 TTLM 0919v1

LO 1: Plan and Undertake advocacy on identified health issue



Instruction Sheet-1	Learning Guide 09
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics:

- Introduction to advocacy on identified health issues
- Consultation with community, woreda health office and HDAs
- Organizing and providing advocacy services
- Feedback from expert consultation and advocacy

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, **upon completion of this Learning Guide, you will be able to:**

- prepare Advocacy plan to identify an address health issue
- consult Community, Woreda health office representatives to determine current health needs and priorities.
- identify Influential community representatives, and HDAs and consulted to disseminate IEC-BCC activities
- organize Continuous advocacy services and provided in partnership with stakeholders to get community willingness and involvement undertaken on Maternal, Neonatal and child health
- Feedback from expert consultation and advocacy is used as a basis For planning and provision of community health education and community mobilization to resolve the identified health problems.

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below 1 to 4.
3. Read the information written in the information “Sheet 1, Sheet 2, Sheet 3 and Sheet 4”.
4. Accomplish the “Self-check 1, Self-check 2, Self-check 3 and Self-check 4” in page 6,9,- 12,and16,respectively.



Information Sheet-1	Introduction to advocacy on identified health issues
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1.1. Introduction ;

Advocacy is an important part of your work as a health worker. As a midwives, you will be able to use some of the skills of advocacy during your routine work with people in your community. This session will provide you with an overview of advocacy, its goals, objectives and practices, all of which will help you improve the health of people in your community

1.1.1. Definition of terms

Advocacy: refers to communication strategies focusing on policy makers, community leaders and opinion leaders to gain commitment and support. It is an appeal for a higher-level commitment, involvement and participation in fulfilling a set program agenda.

1.1.2. concept and principle of advocacy

- Concept of advocacy;

The word advocacy is difficult to understand. As a Midwives, you will be able to use some of the skills of advocacy during your routine work with people in your community. Advocacy is the pursuit of influencing outcomes, including public policy and resource allocation decisions within political, economic, and social systems and institutions - that directly affect people's health status. Health status of community is directly or indirectly influenced by policy decision of different sectors. As an advocacy coordinator, you will need support and technical assistance, and possibly extra personnel to carry out your advocacy activities.

- Principles of advocacy

You might already be involved in advocacy to improve the lives of your own community. For example, some cultures impose on their communities the practice of female circumcision or female genital mutilation. Principles of advocacy are designed to assess the current effectiveness of health advocacy approaches, in particular whether they are working well and whether they can be improved; and strengthen current and future health advocacy approaches to promote safe, quality healthcare and health systems. Six core principles for effective health advocacy are identified.



S.No.	principles	Description
1	Community centered	The community is at the centre of the interaction community is core part of health advocacy.
2	Opportunities	Stake holders promote and support opportunities for both individual and systemic advocacy to reach a wide audience
3	Recognition	Stakeholders recognize that advocacy is lawful and That it can take many forms
4	Relationships	All those involved work together with respect and recognize each other's rolls and contribution to the process .have good relations with the private sectors and all the NGOs working in the area around you.
5	Response	Matters raised are acknowledged and responded to.
6	Resolution	The aim of all participant is to find a solution which is acceptable by all community members. Have good strategic planning and effective monitoring tools.

1.1.3. Types and approaches of communication.

Types of communications : Communications can be classified based on a direction in which a message travels and the number of people involved in a communication. Based on the directions of message Communications can be classified as:

- One-way type of communications

There is a linear or uni-directional flow of a message directly from the sender (source) to the receiver (audience). Misunderstandings might be expected on the side of the receivers. This is mainly because the meaning of the message is controlled by the receiver, as well as there is no feedback. The main purpose of a one-way communications is to persuade the receiver to take action prescribed by the sender. The model is best used by organizations when the message is simple and needs to be communicated quickly for awareness creation for example, the date and time of a public meeting.

Common example of one-way communication: Lecture method at the time when interactive class room activities are not included, many mass media communication (advertisements).

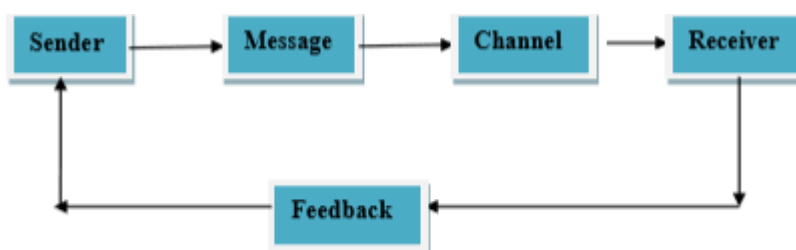


Model of One-way communication

- Two-way type of communications

This is a dynamic or reciprocal process where a message flows from the sender to the receiver and back from the receiver to the sender. Some of the advantages of two-way communications are the following: there is more audience participation, learning is more democratic, open to feedback, may influence behavior change and it is appropriate for problem solving situations. However, it is Slower and takes more time when compared to one-way communications.

Common example of two-way communication: Lecture followed by discussion, because there are questions and answers, demonstrations, role-plays/drama...etc



Model of Two-way communications

communication approaches---

- Informing - The new idea is introduced and made familiar to the target audience.
- Educating - The new idea is explained including its strengths and weaknesses.
- Persuading- The audience is given convincing argument that motivates them to take an action or accept a new idea.
- Prompting/entertaining - The attention of the audience is drawn to the new idea by stimulating the audience's emotions.



Self-Check -1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:(1 point each)(time given 10 min,)

Say true for correct statement and false to incorrect statement. And write your justification

1. Advocacy is about influencing others to gain support for health measures, or to influence or change legislation that affects those health issues.
2. Community members are not important in health care advocacy
3. Involving leaders in the process of advocacy campaign is not important
4. One of the components of communications is not necessarily found in all types of Communications
A. sender B. channel C. receiver D.. feed back
5. IS a process by which two or more individuals exchange their ideas
A .Communication B. Advocacy C .Education D .message

Note: Satisfactory rating - 3 and 5 points Unsatisfactory - below 3 and 5 points

You can ask your teacher for the copy of the correct answers

Answer Sheet

1. _____
2. _____
3. _____
4. _____
5. _____

Score = _____
Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet_2

. Consultation with community, woreda health office and HDAs

1.1 Introduction; community consultation helps as make informed policy decision about issues that affect the community.

Government and non-governmental organizations may also be able to provide financial support for your activities. So you need to work closely with them.

1.1.1. Information, education and communication-Social behavioral change communication(IEC-SBCC)

- IEC is a process of working with individuals, communities and societies to: develop communication strategies to promote positive behaviors which are appropriate to their settings.
- Behavior Change Communication :BCC is a process of working with individuals, and communities to: Develop communication strategies to promote positive behaviors which are appropriate to their settings, and Provide a supportive environment which will enable people to initiate and sustain positive behaviors.

BCC is part of an integrated, multilevel, interactive process with communities aimed at developing tailored messages and approaches using a variety of communication channels. SBCC ; is a programme or activity that is specifically designed to change or sustain the behaviour of individuals or social groups by using variety of communication techniques.

Behavior is an action that has a specific frequency, duration and purpose whether conscious or unconscious. It is what we “do” and how we “act”.

1.1.2. Dissemination of IEC-SBCC

Dissemination; means conveying or delivering the message to each audience at a variety of different places. This is the actual implementation of your health education activities. However, you should keep in mind that health



education is more than the simple dissemination of health education messages
In order to bring about behavioral change, dissemination of your message
should be accompanied by other supportive activities which facilitate the
behavior change process



Self-Check -2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:(3 point each)(time given 5 min,)

1. conveying or delivering the message to each audience to a variety of different place.

A. dissemination B .behavior C. process D.facilitate

2.it is what we “do” and how we” act”

A. message B. behavior C .dissemination D. integration

Note: Satisfactory rating - 3 and 5 points Unsatisfactory - below 3 and 5 points

You can ask you teacher for the copy of the correct answers

Answer Sheet

1. _____

2. _____

Score = _____
Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet_3

Organizing and providing advocacy service

1.1 .introduction to **Organizing and Planning**

Unplanned health education sessions may well be a waste of effort. Planning and organization are fundamental for Midwives in order to conduct effective health education and distinguish it from other incidental learning experiences.

The Midwives should decide in advance the what, why, how, who and when of each health education session. It is very important to make the health education planning participatory and include other people and groups if possible. Health education, starting from planning, through the implementation, monitoring and evaluation stages should always consider the active and full participation of the concerned audience. Organizing after a plan is developed it needs to be translated into action. As part of the implementation process, organizing the various administrative structures and community group members, is crucial. This process will help you in deciding how the plan will be carried out and who will do it. Community organization evolves working within a nonprofit organization or government agency to empower underserved population.

1.1.1. Partnering with stakeholders

Stakeholder Partnering is a process where partnering occurs among Federal, State and Local Public Agencies at the programmatic level to address concerns and issues, as well as opportunities, for process improvements and streamlining. It is the Every Day Counts round three initiative designed to enhance cooperation, coordination, and open communication. It also serves as a forum to enable states and LPAs to work together to streamline and expedite their individual state's LPA project implementation processes.

- **Why do we need stakeholder partnering.**

Gain a better understanding of local issues and how **we can** all work together. Develop and improve trust through improved communication and understanding of the issues. Improve local Federal-aid project compliance through the process of Stakeholder Partnering.

1.1.2. Community involvement on maternal, neonatal and child health



In developing countries ante natal care(ANC),delivery and post natal (PN) experiences for women usually take place in communities rather than health facilities. Strategies to improve maternal, neonatal and child health should there fore involve the community as compliment to any facility based component.

Community refers to an area or a village with families who are dependent on one another in their day-to-day, thereby creating mutual advantages.

'Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.'

**Self-Check -3****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:(3 point each)(time given 3 min),

1. state of physical ,mental and social well being and not merely the absence of the disease or infirmity. A. Health B. Disease C. ill D. stake holder

Note: Satisfactory rating - 3 and 3 points

Unsatisfactory - below 3 and 3 points

You can ask you teacher for the copy of the correct answers

Answer Sheet

1. _____

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet_4

Feedback from expert consultation and advocacy

1.1. **Introduction;** decision makers who the main target of our advocacy may not be willing to make honest judgments about the factors shaping their policy choice, this is why it is often difficult honest feedback from policy makers about the effectiveness of our advocacy work.

Certain instance decision makers may also be our adversaries making data collection eve more difficulty. Over all judging the degree of your influence over a policy decision involves a large subjectivity, and different stake holders may have very different perception of what constitute influence and how significant it was.

- ✓ Feedback is the mechanism of assessing what has happened to the receivers after the communication has occurred.

1.1.1. Identifying health problems for planning

A problem is a perceived gap between what something is and what that thing should ideally be. Gathering information about the root causes of health problems is necessary to identify the health problems that exist in the community. Information gathered should also include those people who will benefit from the interventions.

In order to solve the identified problem first try to define it properly. You should identify all possible causes and try to address or remove the causes of the problem. A useful technique is to group the identified health problems together under specific headings.

Table 1.1.1 shows an example of this approach.

Health problems	Health service problems	Community problems
Malaria Diarrhoea Malnutrition	Lack of supervision Insufficient drugs Lack of trained personnel	Lack of safe water supply

Table ;1.1.1 problem identification



1.1.2. Provision of health education

Health education is; any combination of learning experiences designed to help individual and community improve their health by increasing their knowledge or influencing their attitude.

- ✓ Observing that health education is an integral part of health care.

So when we come to health education, Principles health educations are generally basic rules and regulation that should be followed while delivering health education. Or they explain desirable and undesirable behaviors while giving health education to a particular audience.

The practice of health education is based on the assumption “that beneficial health behavior will result from a combination of planned, consistent, integrated learning opportunities in different settings.” Take a moment to think about principles of health education to be taken into account during health education?

- ✓ Principle of educational diagnosis ; The first task in changing behaviors is to determine its causes
- ✓ Principle of Participation ; personal and community health are closely interlinked and interdependent, participation of each member of the community in their own affairs is mandatory.
- ✓ Principle of multiple methods ; multiple factor identified different methods or components of comprehensive behavioral change must be provided.
- ✓ Principles of Comprehension; In health education one must know the level of understanding, educational status or literacy of the people for whom the health education is directed
- ✓ Principle of Motivation; Awakening of this desire is called motivation.
- ✓ Principles of Known to Unknown; For imparting health education, one should proceed from, the known to the unknown
- ✓ Principle of Credibility ; . Good health education is based on facts; and must be consistent and compatible with current scientific know ledge.
- ✓ Principle of planning and organizing ; Planning and organizing are fundamental activities for health education; which distinguishes it from other incidental learning experiences .
- ✓ Principle of cumulative learning ; Behaviors results from the cumulative learning experiences of an individual's. It is the product not only of a planned health



education programs, but of all prior education, formal and informal education, life experiences etc.

- ✓ Principle of feedback; Feedback is a mechanism by which you assess what has been happened in the target population after receiving the message.

1.1.3 . Community mobilization

This will help you understand community mobilization in relation to the midwives. You will be the leader of health activities at a community level, and you should be able to mobilize the community for a particular health action. This session emphasizes the skills needed and an understanding of concepts required to enable you to mobilize a community and promote community participation

Concepts of community mobilization To mobilize is to get something or someone on the move. It follows then that community mobilization is about organizing the community and all the resources available in the community to move them towards achieving a certain health program goal. Having this concept in mind, community mobilization is defined as a capacity building process, through which individuals, groups and families (such as model families), as well as organizations, plan, carry out and evaluate activities on a participatory and sustained basis to achieve an agreed goal.

Community-based participatory approaches to community mobilization will help to achieve reliable and sustainable healthy life styles and behavioral changes. Through community involvement, lay and professional people study health problems, pool their knowledge and experience, and develop ways and means of solving their health problems. Your role is to help the community organize it self so that learning will take place and action follows. The health activity cannot achieve the intended goals without involving the community. This can only be achieved by building on the community's knowledge and beliefs through a continuous dialogue, and not by dictating to them what they should do.

A community should be mobilized and technically supported to take action to identify their own health issues or problems if essential health care is to be made available to every house hold in Ethiopia.



Self-Check -4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:(2.5 point each)

1 . is a mechanism by which you assess what has been happened in the target population after receiving the message.

- A. Feed back. B. Credibility C. Motivation D. Comprehensive

2. Any combination of learning experiences designed to help individual and community improve their health by increasing their knowledge or influencing their attitude

- A; Health education B. Community mobilization C , Community participation D.planing

Note: Satisfactory rating - 3 and 5 points Unsatisfactory - below 3 and 5 points

You can ask you teacher for the copy of the correct answers

Answer Sheet

1. _____

2. _____

Score = _____
Rating: _____

Name: _____

Date: _____

Short Answer Questions



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