

# Community Education

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## OBJECTIVES / RATIONALE

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Expertise in communication skills is necessary for health care industry workers. To deliver quality health care, the worker must be an effective communicator. The student is expected to evaluate the client's ability to understand communications and adapt communication to accommodate individual needs.

TEKS 121.4 (c) 2B, 2D

TAKS ELA 1, 3, 4, 5, 6  
Social Studies 3, 5

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## KEY POINTS

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- I. Importance of Community Education
  - A. encourages active participation by clients
  - B. encourages clients to be informed consumers
  - C. encourages higher compliance rates
  - D. promotes good health and wellness activities
  - E. effective means of disease prevention
  - F. enhances relationship between clients and medical community
  - G. effective marketing tool for the health care industry
- II. Client Education
  - A. Verbal - 1. keep instructions clear  
- 2. make accommodations to meet specific needs of the client
  - B. Written - be concise
  - C. Demonstrative
- III. Printed Materials
  - A. Brochures, booklets, fact sheets
    - 1. explain specific diagnostic procedures
    - 2. provide information about a disease or medical condition, health maintenance, pharmaceuticals
  - B. Newsletters  
health care tips, office policies, new discoveries in health care
  - C. Community Assistance / Resource Directories  
names, addresses, and phone numbers of available medical services
  - D. Accommodations must be made for clients who cannot read well, do not understand or speak English, are vision impaired, or are mentally impaired
- IV. Visual Materials
  - A. best method for comprehension
  - B. use in conjunction with written materials
  - C. video tapes - effective for complicated topics and procedures
  - D. seminars and classes - conducted by health care professionals utilizing a variety of multimedia technologies

- E. bulletin boards
  - F. billboards
  - G. anatomical models
  - H. computer software programs
- V. Multicultural Issues
- A. Clients with different cultural backgrounds may differ in:
    1. their perception of the causes of illness
    2. the way they perceive and report symptoms
    3. treatment expectations
    4. their willingness to follow instructions.
  - B. Understanding and respecting these differences will enhance communication
- VI. Verify Client Understanding
- A. Have the client explain information in their own words
  - B. Have client repeat any demonstrations to verify understanding

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**ACTIVITY**

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- I. Research community health issues and select an issue of community concern.
- II. Develop a plan to educate the community on this issue. (obtain instructor approval for topic and educational plan.)
- III. Present plan to class and choose one for class implementation.

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**RESOURCES NEEDED**

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Libraries (public, hospital, university)  
 Internet and computer resources  
 Professional Associations  
 Community Resources such as Public Health Department, Health Clinics, etc.

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**ASSESSMENT**

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**Multimedia Rubric**  
**Oral Presentation Rubric**

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**ACCOMMODATIONS**

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For reinforcement, the student will interview a public health official to identify Community Health issues.

For enrichment, the student will participate in the HOSA Community Awareness Project ([www.hosa.org](http://www.hosa.org))

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**REFLECTIONS**

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