State level Refresher Training of Counsellors

Session – IV

National Health Mission
Deptt. of Health & Family Welfare
Govt. of Odisha.
What is Behaviour?

Behaviour is an action

Behaviour is specific action
## Knowledge-Behaviour Gap

<table>
<thead>
<tr>
<th>Presence of Knowledge</th>
<th>Still....Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Green Leafy vegetables are rich in iron and vitamins, should eat daily</td>
<td>• Who would bring it daily, clean it and cook</td>
</tr>
<tr>
<td>• Should not consume tobacco (Gutka)/should not smoke, it can lead to cancer</td>
<td>• I have in the habit.......so</td>
</tr>
<tr>
<td>• Three years difference between two children, ideal for the health of the mother and baby</td>
<td>• Was tired of MIL’s daily interrogations, had a second baby very early</td>
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</table>
Let’s have a story analysis
7 Steps of Behaviour Change Process

1. Awareness
2. Desire
3. Knowledge / Skill
4. Tries Out
5. Repeats
6. Maintains
7. Sustains

- 1. Awareness: Project request your advocate
- 2. Desire: Discuss benefits and risk
- 3. Knowledge / Skill: Provide skill & support
- 4. Tries Out: Motivate, create supportive environment
- 5. Repeats: Support and create supportive environment
- 6. Maintains: Motivate, reinforce supportive environment
- 7. Sustains: Drop out
Those whose behaviour should change, e.g. mother, father, child care taker.

Those who have an influence on primary participants at family level, e.g. grandmothers.

Local institutions who have a role in organizing community activities, e.g. CBOs, community leaders, representatives of vulnerable groups, etc.

Those who provide services (public and NGO) e.g. local government, decentralized administration.

Those who make policy and allocate resources, e.g. policymakers, representatives of national institutions.
Pressure System Model (PSM)

- Behavior change requires the right “MO”:
  - M = Maximizing Motivation
  - O = Overcoming Obstacles

- Raising motivation is a standard approach for behavioral counseling in a primary care setting using motivational interviewing.

  Motivation must exceed resistance for behavior change.

  Change will not occur if perception of difficulty is greater than the rewards.
Knowledge, Skills, Values / Attitudes

Knowledge

Values / Attitudes

Skills
<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Communication Skills</th>
<th>Values /Attitudes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge on the topic and how it has to be Handled</td>
<td>Ability to build rapport with individuals and groups</td>
<td>Being honest and transparent</td>
</tr>
<tr>
<td>Knowledge about the target population being addressed – their beliefs,</td>
<td>Ability to see oneself as part of the community</td>
<td>Respect for all, including the poor and marginalized</td>
</tr>
<tr>
<td>values, traditions, social norms etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge of the region where one is working</td>
<td>Ability to speak effectively</td>
<td>Treating all equally irrespective of religion, caste,</td>
</tr>
<tr>
<td>Knowledge of the local leaders, opinion makers, functionaries, etc.</td>
<td>Ability to listen attentively</td>
<td>gender, age, physical condition and socio-economic</td>
</tr>
<tr>
<td>Ability to negotiate and handle arguments etc.</td>
<td>Ability to analyze situations and different points of view</td>
<td>status</td>
</tr>
<tr>
<td>Ability to use positive body language</td>
<td>Ability to use different tools for effective communication</td>
<td></td>
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<tr>
<td>Ability to ‘empathies’</td>
<td></td>
<td></td>
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</table>
Thank You...