

Basics of Health Promotion and Education Intervention
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Lecture - 25
Monitoring HPE Intervention

Hello everyone and now we will talk on monitoring the health promotion and education intervention. So, we have already discussed on the planning of health promotion education intervention, the implementation of health promotion education intervention. Now we will discuss on the monitoring of health promotion education intervention. So, monitoring of the thing you know the monitoring of the implementation part is also very crucial.

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The slide is titled "CONCEPTS COVERED" in a red box. Below the title, a bulleted list includes: "Overview of Monitoring", "Monitoring health promotion education activities", "Input Monitoring", "Process Monitoring", and "Output Monitoring". The background features a grid of icons representing various health and social factors: Education, Social support, Family income, Employment, Our communities, Access to health services, and others. In the bottom right corner, a small video inset shows a woman, Dr. Sweety Suman Jha, presenting. The footer contains the Indian Institute of Technology Kharagpur logo and the number 2.

Now here we will cover the overview of monitoring, monitoring health promotion education activities, input monitoring process monitoring and the output monitoring.

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KEYWORDS

- Resources
- Analysis
- Message
- Feedback

Icons: Lightbulb, Group of people, Checkmark, Gear, Hand, Group of people, Building, Person.

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Overview of Monitoring

- The method which enables to know whether the activities are being implemented as planned is called monitoring.
- Monitoring is the ongoing routine collection and analysis of information that we record as the activities are progressing.
- Monitoring helps to keep the work on track, and can let us know when things are going wrong. If things are going wrong, then we will be able to take action to correct any problems.

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Now the overview of monitoring: So, what is actually monitoring? The method which enables to know whether the activities are being implemented as planned. So, see how much it is important whatever you have plan whatever activity you have planned whether those activity is being implemented as you have planned previously. So, that is why we need the process of the monitoring.

We have to monitor whether those planned activities are going as it was planned and whether those you know everything how actually where you are conducting how you will be conducting everything whatever you have planned is actually going as planned only. So, the monitoring is

the ongoing routine collection and analysis. So, see this is ongoing, now it will keep on going it is not like once for example two days ago implementation in a health education activity you have implemented.

And like today you will monitor and again you will not monitor or after 20 days or after 30 days something like that you will be actually monitoring. No this is basically an ongoing routine collection analysis of information that we record as the activities are progressing. So, your implementation you know your activity your health promotion activity is progressing and every step you have to monitor whether those steps are actually going well or not.

Then monitoring it helps to keep the work on track and can let us know where things are going wrong. So, see if you do not monitor then what will happen whatever you have planned something that these are the things these are the health problems. So, these are the health issues which is actually going to be addressed in this health education activity. For example, you have planned that you will be doing counselling or something else you know a mass media.

You can use mass media or something else demonstration process anything. So, according to your goals and objectives you have planned that you are going to use these matters these channels these are the intervention materials or IEC materials which you are going to use. Now if you do not monitor the process. For example, it might happen that it was planned that first day lecture will be done, the second day demonstration will be done, third day counselling will be done just for an example.

So, if something happens whatever be the reason. So, if something happens that first the lecture was done, the second day demonstration was not done and the third day again counselling it was done. Now see this demonstration has not been done so what will happen you have set some goals and for accomplishing those objectives or goals demonstration process was important. Now at the end if you do not monitor during that time only during that stage only then you would not be able to rectify those mistakes.

So, you have to rectify you have to first see that these are the problems. So, these are the mistakes which are actually happening in this health education activity. So, in that case at that point of time only you recognize the mistake you recognize the problems where actually it is going wrong actually you know the thing is not going on track it is actually not going on track so why it is not going on track.

So, if you at that time only if you find something wrong then you can take an action. You can take a proper action to solve or correct that problem. So, that is why monitoring is important at that moment only you can rectify. Otherwise, what will happen at the end you will see that after two months three months you have not monitor so many things you know they went off track. So, those are the things which should not be done or these are things which should be done that was actually not done.

So, you have to actually rectify that in that time only otherwise yours all the resources will go invest because you have to invest you will be investing so many resources the financial you know the work force and materials and everything. And definitely time, you will be spending so much of time but at the end you will see there are so many problems so many mistakes we have done. These are the things we should not be done or these are the things we should have done.

So, you will see that at the end that health promotion activity or any kind of you know intervention activity is not effective is not successful and it is actually not fulfilling your objectives which you have planned which you have set that is why monitoring is important. So, see if things are going wrong then we will be able to take action to correct any problems.

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Overview of Monitoring

- Using monitoring, one should be able to check whether activities are being carried out as planned, and whether they are effective or not.
- Monitoring enable us to determine whether the resources we have are sufficient and are being well used and whether the capacity we have is sufficient and appropriate.
- Monitoring can take place at any time during the implementation process, on a regular or periodic basis. For instance, one can monitor the activities daily, fortnightly or monthly, or as the need arises.

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Now using monitoring, one should be able to check whether activities are being carried out as planned as I was saying that whatever you have planned, so in that way only the activities should go on. And whether they are effective or not so this is also very important that whatever you have planned you have to check that as planned the things are going or not. Now monitoring enables us to determine whether the resources we have are sufficient and are being well used, very important.

Whether the resources you have is sufficient or not for example if you are monitoring then only you can understand, we have used we have invested this number of resources this much of resources. Now we have this much of resources for the next phase for the upcoming days of the health education or the intervention activity. And also, whether those resources are being well used or not.

So, this is very important because you are investing resources so that should be used well and whether the capacity, we have is sufficient and appropriate. So, we have a certain capacity, the workforce or any kind of resource capacity. So, whether the capacity actually we have is sufficient which is available is sufficient and also appropriate or not. Now monitoring can take place at any time during the implementation process.

So, when you are actually implementing the health promotion education intervention or any behavioural change intervention. Then what can what you can do you can monitor actually on a regular or a periodic basis. Now it will actually depend on your objective first of all, then obviously your resource because monitoring itself will require some kind of resource then see while your planning.

So, first of all you have planned something then only you are implementing. So, during planning only how actually you are going to monitor should be planned it is not likely you have planned without taking into consideration the monitoring part and you have planned you have in started implementing and actually you are not clear you do not know how actually you are going to monitor. So, you have already planned you know you have a monitoring plan in your hand.


Now see for example one can monitor the activities daily now it depends on your as I said that on the research team on the planners on the objectives and definitely on the resources and activities daily or fortnightly or monthly or as the need arises this is also very important. Like, for example in the planning you have kept that you will be monitoring weekly for example you have kept that you will be monitoring weekly.

But you see that something has happened and now you need to monitor in two days interval only, so in that case you have to modify. So, you can modify your monitoring you know that period you know that interval as per your need also.

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Monitoring health promotion education activities

- The data which shows the progress of health education activities can be collected by several methods.
- During all the health education work, one will be able to observe how the activities are being received, and the reaction of the community or participants.
- It is important to make a periodic review of the recorded activities.
- Feedback from clients and community, particularly those who participated in the activities, will always be the most important sort of monitoring.



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Now monitoring health promotion education activity so the data which shows the progress of health education activities can be collected by several methods like you can do observation, you can do survey, you can use a checklist, a focus group so many things are there so many methods are there by which you can actually assess, how I mean the progress of the health education activity how that health education activity is going on.

So, you will be having a data then only you can identify the problems or whether the health promotion activity is going well or not. Now during all the health education work, one will be able to observe how the activities are being received and the reaction of the community or participants, this is also very important. Not only you have invested this much of resources you have done lecture you have done counselling and you have done so many things, not only that is important.

But you should also observe that whatever health promotion activity you are implementing that how actually it is you know getting accepted among the community members. The reaction of the community you know, a feedback kind of that no these are the things for like some people can say you know that from next day onwards we would not be able to come we cannot come or these are the problems in your activity these are the things we are not understanding.

So, we will not come from next day. So, many issues you can face in the community, so this is also very important that how that participants or the community members they are accepting your health education activity. And definitely their reactions their perceptions that is also very important, now it is important to make a periodic review of the recorded activities. Now all the activities you will record these are the materials we have used.

These are the communication methods or duration you know duration is also important, these are the people who have actually conducted and these are the health educators say all the activities everything number of participants you have to put that these are the number of participants. These are the percentage of the participants who was actually present during the health promotion activity.

So, all the activities you have recorded that is very important you know recording of all the activities and you have to make a periodic review of everything, these are the things is happening these are the things which is done. Then feedback from clients and community as I was talking that feedback from the community members from the participants. Particularly those who actually has participated in the activities will always be the most important shot of monitoring.

Feedback is important, like you have you know mobilized community to assume to some setting to some place and you have conducted you have implemented a health education activity. So, you also have to take feedback it can be positive feedback and it can also be negative feedback but the important thing is that you will be able to understand that what are the problems? Why community is actually not willing to come from next day or the community is not willing to accept this intervention.

So, many things you will be able to know by the monitoring process, the barriers the constraining condition you will also be able to know the facilitators also that is also important. So, all the positive and the negative things you have to monitor and you have to record so that if you find any problem or some sort of that these are the things we should be rectified. So, in that time only you can take some actions your research team can take some actions.

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Input Monitoring

- Input refers to all the resources required to carry out the health education activities.
- It includes work force, finances, materials, space and time — all of which should be recorded.
- Input monitoring involves checking whether the various resources required in order to carry out health education activities are in place, and whether they are going into the intended activities.

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Now input monitoring, so what is actually input? Input is all the resources which you require to carry out the health education activities. So, you have certain number of resources which actually you are going to I mean use you know you have to use those resources. Now it can be the work force the money you know finances, materials, space areas and time all of which should be recorded.

So, whatever resources you are actually using or when you will be using so you have to make a checklist of that. So, everything like workforce day one a session, the session of day one so these are the two people who were the actually health educator, these are the materials which will be used which was used then at that place at that time and in that date and you know some if you are providing any refreshment to the community.

So, that also comes in your resource only because you are using the finances you are using some money for that, so everything should be recorded. Now input monitoring involves checking whether the various resources required in order to carry out health education activities are in place and whether they are going into the intended activities. So, this is important because you have to check you are using so much of resources which is actually required no doubt.

Because you have planned and, in your planning, you have seen that these are the resources which is actually required for your health education activity. But the important thing you have to

see you have to record you have to monitor that whether those particular inputs or the resources are actually going well those are used well or not they are in place or not. And those resources you know so many things can happen you might. You know it might happen that for a day one you thought that 50 people will come and you have 50 printed materials of that you are going to that you have decided that you will be distributing but then at the end you saw only 30 people came. So, now see you have 50 leaflets just for an example you have 50 leaflets but for that session you have used only 30 leaflets, now those left over 20 leaflets, they should not go wasted you know.

Actually, because see if those 20 leaflets are going wasted you should not just go and throw those leaflets or you just cannot throw it or just you know keep in any place or you know the wastage. So, you should not waste those leaflets or any kind of resources because you can utilize that leaflet in your next session, next day to session day three session or any other further session you can use.

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The slide is titled "Process Monitoring" and contains two bullet points. The background features a faint illustration of a family (a man, a woman, and two children) and the text "HEALTH PROMOTION". The presenter, a woman in a dark blazer, is visible in the bottom right corner of the slide frame.

Process Monitoring

- Process monitoring states if we are doing the right thing to achieve our objectives, for example whether we have selected appropriate health education methods, topics, contents, messages, and so on.
- If we are not doing the right thing, then process monitoring will help us take corrective measures. For example, if the participants are not comfortable with our method, or with the content of the message, we will be able to make adjustments according to their needs and interests.

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Then process monitoring, process monitoring states that if we are doing the right thing to achieve our objectives. Now for examples whether we have selected appropriate health education methods like I have a certain objective I want to like I have set some objectives I have planned an intervention activity. So, what is actually the appropriate health education method. So, you

have plan you have decided that you are going to use that particular health education method, topics, contents, messages, materials and so on.

So, this is very important that whether actually you are doing the right thing or not for that particular health education activity to achieve your objectives fulfilling your objectives. Now if you are not doing the right thing then process monitoring will help us take corrective measures. So, that is why as I was talking in my first slide also that if monitoring is done properly then at that moment only, we can take some action, we can take some corrective measures.

Now just for an example if the participants are not comfortable with our method, like we are the health program planners and we have decided that we will for example counselling just for an example, now it might happen that they are not comfortable with counselling or they are not comfortable with the one-way lecture or anything any kind of methods. So, or with the content of the message that is also important.

That some you are disseminating messages you are giving some messages to the community. And the participants are actually not comfortable with the content of the message, then what we should do we will be able to make adjustment according to the needs and interest. So, that we have to understand and for that definitely we have to take feedback, so the participant's feedback, the clients feedback is very important and like you can just take you know written feedback.

So, they might say that no this is this content of the message is not acceptable to us because in our culture these things cannot be done. These are the things which we cannot accept, so this content of the message is actually not good is not acceptable for us or like we were not comfortable during the counselling process or anything or we were not comfortable we did not like the one-way lecture sessions or anything.

Or we did not understand how that health educator demonstrated the ORS preparation or it could be anything. So, you have to take first of all you have to take their feedback and you can do some adjustment according to their need. Like they may say that if some you know if the group

discussion would have been done. Like for example we were not comfortable with the male members of our village we were not comfortable with the male members of the community.

So, in that case they might tell you that you just do that you are organize a group discussion it would be better if only we female members can sit together and can talk to you people. So, their need is important and if it might happen the regarding you know for example dietary consumption. For healthy dietary consumption their need is based on some vegetables or fruits or related to some other thing but somehow you have missed those.

So, their need is important their interest is also important like an adolescent just tell you that we want that you should actually explain us properly what we should eat, then what are they actually you know the menstrual hygiene management practices and that might be some you know interest of some adolescents. So, those feedbacks you have to take in the monitoring the process monitoring only.

Then what we you can do then you have to make changes, you have to make some adjustment according to the community members or the participant's needs and interest.

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The slide is titled "Output Monitoring" and contains the following text:

- Output is the achievement obtained through utilising resources. It is the extent to which we have delivered the planned services, for example the number of people who have received the health education messages.
- Output monitoring involves checking whether the resources that we have utilised for the health education activities have brought about the desired results.

The slide also features a faint background image of a person and a small red star icon. The presenter, a woman in a black jacket, is visible in the bottom right corner of the slide frame. The footer of the slide includes the Indian Institute of Technology Kharagpur logo and the text "Indian Institute of Technology Kharagpur".

Then output monitoring, now see output is the achievement obtained through utilizing resources we all know that input we have utilized some resources, then process then actually output is the

achievement whatever we have achieved through utilizing those particular resources. Now it is the extent to which we have delivered the plan services. For example, the number of people we have who have received the health education messages.

For example, you have planned a health education activity on menstrual hygiene management practices. And then you have to you know monitor that maybe it might happen that you have asked 50 adolescent girls you know to attend that program to attend that health education activity. But then at the end you saw I mean it might happen that only 30 adolescent girls, they attended that particular health promotion activity and they received the health education messages.

So, this is actually output like you have planned that 100 adolescent to come 100 adolescents girls should come to attend that particular health education activity but at the end only 30 came. So, this is the output monitoring this is your output that to only 30 adolescent girls you could actually deliver or you could disseminate health education messages on menstrual hygiene management practices, so this is I mean one example.

Then output monitoring involves checking whether the resources that we have utilized for the health education activities have brought about the desired result. So, this is also important like you can just monitor regularly. That you know sometime what happens that for example for the healthy dietary consumption you have conducted a program after 5 days 10 days and you have a record that this number of people has attended your program and these are the ways you have done.

So, ultimately you can you know you can just see that or you can observe by any way you can monitor that whether that consumption of you know healthy dietary habits or the consumption of iron rich food for an example the consumption iron rich food has increased or not in that particular participant. Among whom you have implemented that health education activity so that is why this is very important that you have I mean you have invested.

You have utilized a particular resource so much of resources you have utilized so whether those investment of the resources and those utilization of resources for the health education activity have actually brought about the desired changes. Desired result or any positive health outcome which you have actually set in your objectives. So, whether those you know the resources and everything have brought about the desired outcome or result or not.

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CONCLUSION

- While undertaking health education activities, make sure that the planned activities are actually delivered in the way that they have been planned.
- Monitoring is the systematic collection and analysis of data on work performance.
- In health education, input, output and process should each be monitored.
- Process monitoring states if we are doing the right thing to achieve our objectives.

Family, Equipment, Communities, Access to Health Services

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Conclusion, while undertaking health education activities make sure that the planned activities are actually delivered in the way they have been planned. And I was talking since my first slide only that why monitoring is important because it is a continuous ongoing process in the systematic way where you can actually see that whether activities are implemented or delivered in the same way as it was planned beforehand.

Now, monitoring; the systematic collection and analysis of data on work performance. Here like health education activity. Now health education input output and process should each be monitored so you have to monitor the input output and the process. Process monitoring states if we are doing the right thing to achieve our objectives. As I was talking in the process monitoring part that actually whether we are doing the right thing to achieve our objectives.

The process you know the whether the entire process is going well or the entire process of health education activity is going as it was planned.

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RESOURCES

- Module 3: Implementation - Rural Health Promotion and Disease Prevention Toolkit [Internet]. Ruralhealthinfo.org. 2018 [cited 23 April 2022]. Available from: <https://www.ruralhealthinfo.org/toolkits/health-promotion/3/implementation>
- Dobe M; Health promotion and Education: Foundations for Changing Health Behavior. 1st Edition 2022 Academic Publishers

Family Income Employment Our communities Access to health services

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Go through these resources. Thank you.