

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

Presence of Knowledge

- Green Leafy vegetables are rich in iron and vitamins, should eat daily
- Should not consume tobacco (Gutka)/should not smoke, it can lead to cancer
- Three years difference between two children, ideal for the health of the mother and baby

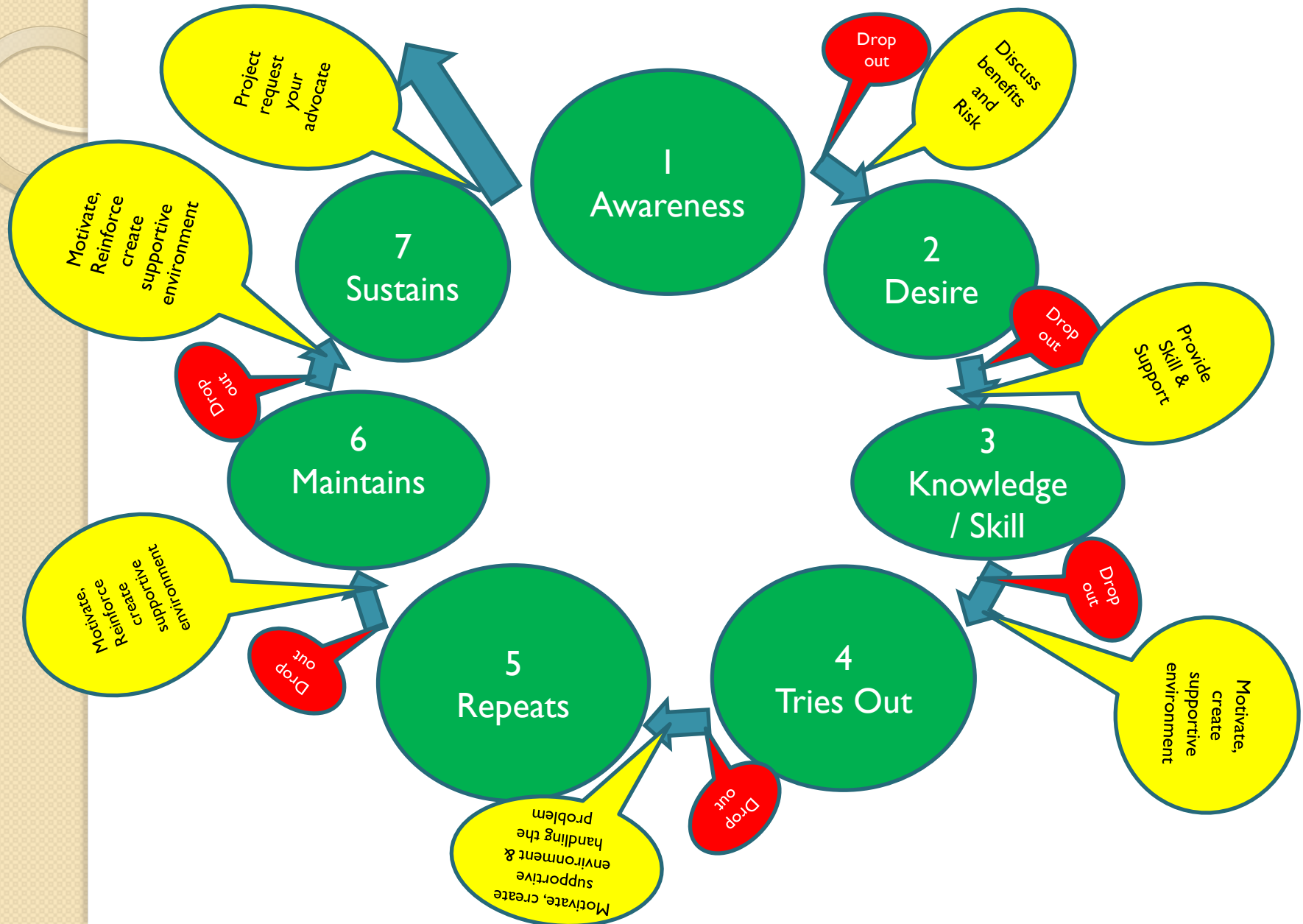
Still....Behaviour

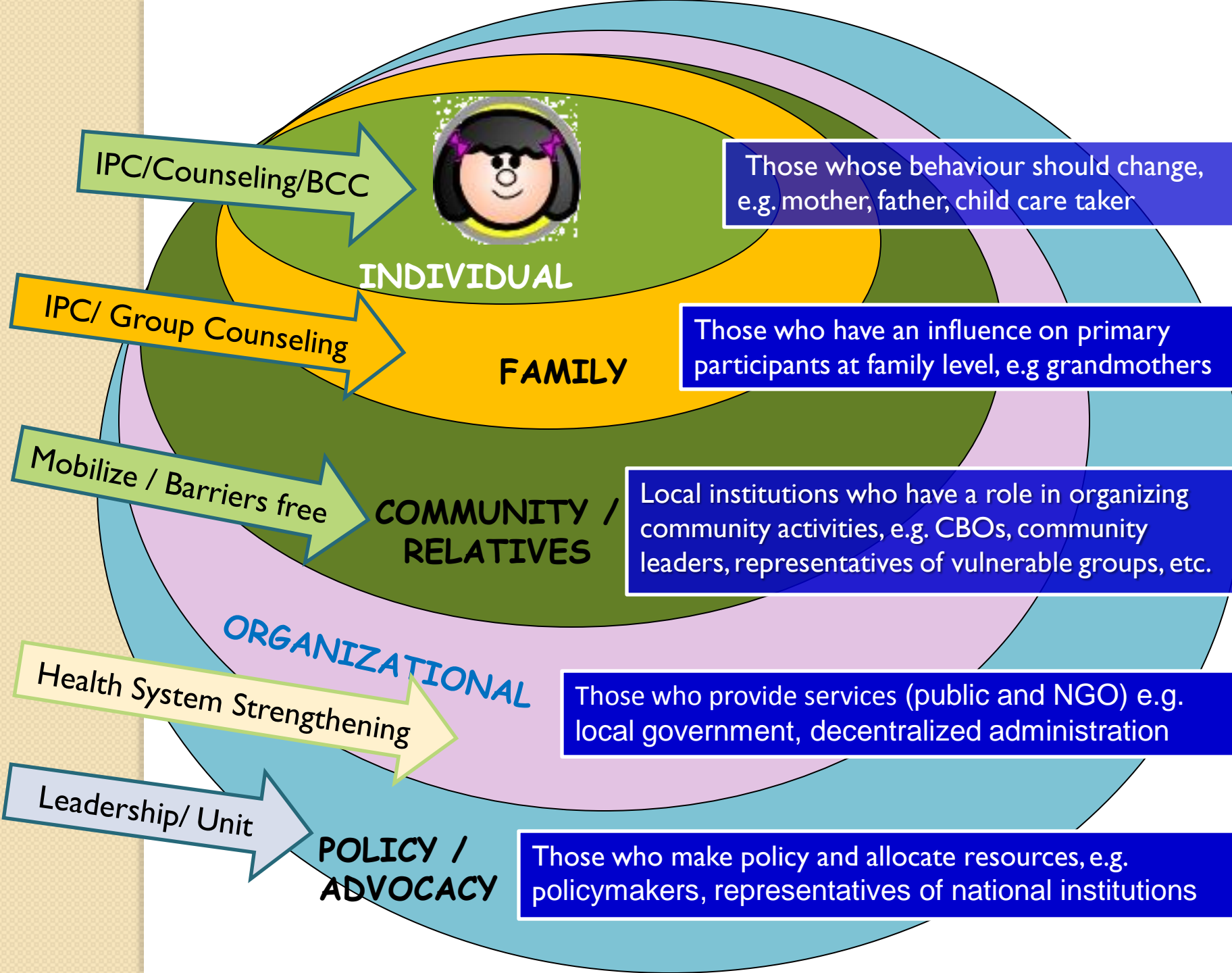
- Who would bring it daily, clean it and cook
- I have in the habit.....so
- Was tired of MIL's daily interrogations, had a second baby very early



Let's have a story analysis

7 Steps of Behaviour Change Process





IPC/Counseling/BCC

Those whose behaviour should change, e.g. mother, father, child care taker

IPC/ Group Counseling

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

Mobilize / Barriers free

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

Health System Strengthening

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

Leadership/ Unit

Those who make policy and allocate resources, e.g. policymakers, representatives of national institutions

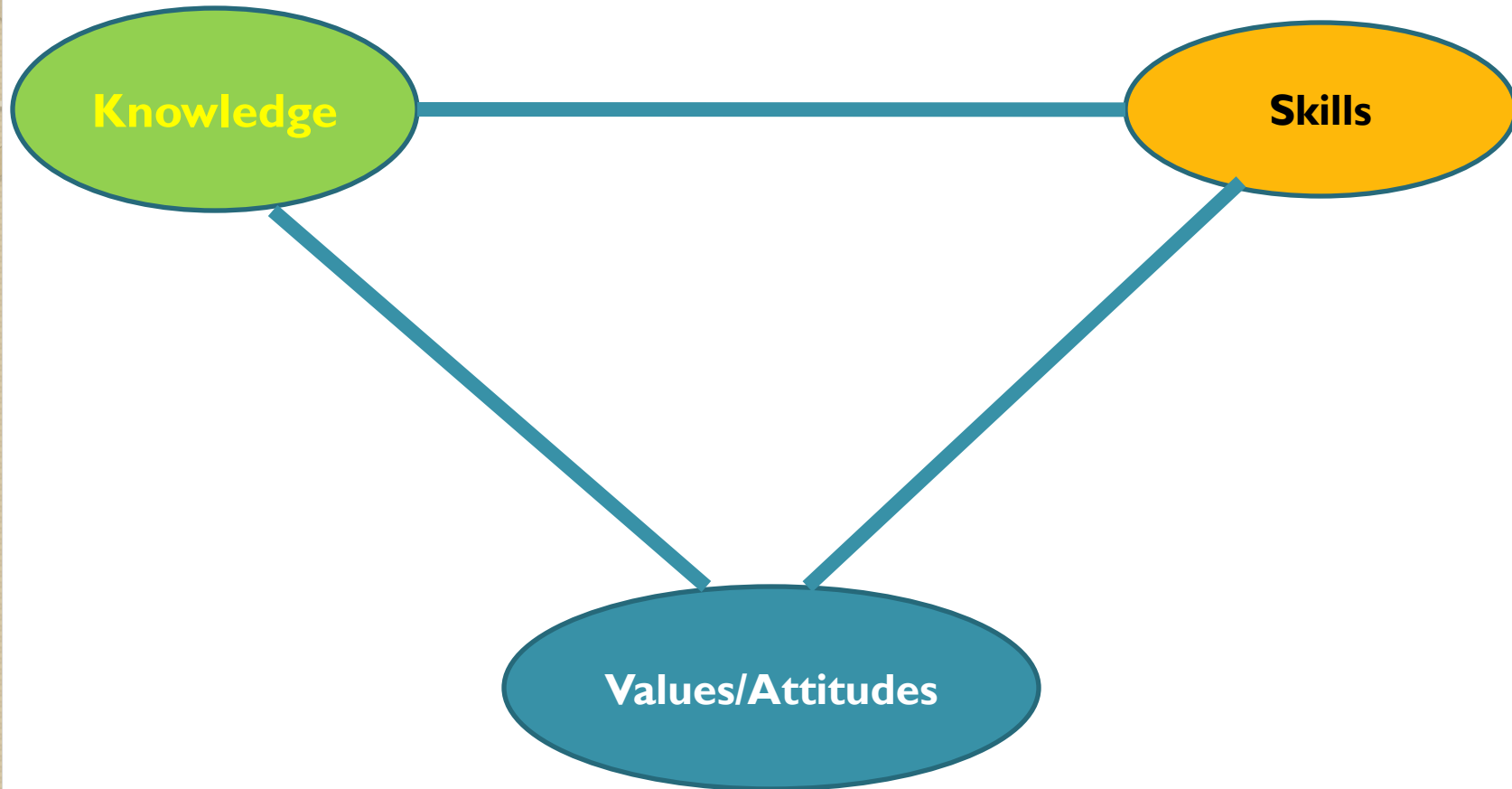
Pressure System Model (PSM)

- 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



A Good Counsellor Should Have

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



Thank You...