

INTERPERSONAL COMMUNICATION FOR COMMUNITY OUTREACH



Participant's Kit

**USAID Regional Health Integration to Enhance
Services, North-Lango (RHITES-N, Lango)**



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Introduction

There are many reasons people do not seek services at health clinics, so it is important for community organizations to motivate people to go for services. The USAID-funded RHITES-N, Lango activity is working with the Government of Uganda to promote positive health behaviors that encourage men, women, youth, and children to visit health clinics. There is an emphasis on maternal and child health, family planning, water and sanitation, nutrition, malaria, TB and HIV.

As community mobilizers, you are the front line between clinics and people living in the community. You have credibility, know the community members as friends and neighbors, and are trusted sources of information. As community mobilizers for health you are responsible to:

- communicate information about key health issues
- dispel myths and misperceptions
- address barriers people face to staying healthy and going to the clinic for services
- encourage people to take steps to prevent illnesses and protect their health
- make people aware of the different types of health services and encourage them to seek services
- begin a dialogue
- listen

To be an effective community mobilizer requires having good interpersonal skills. If it is one-on-one or talking to a group Interpersonal Communication (IPC) involves a two-way dialogue where individuals respect each other, listen, and discuss.

This training workshop and the Participants' Guide will equip you with the knowledge and skills to communicate effectively about healthy behaviors.

Good luck with your community outreach.

Workshop Agenda

8:00 – 8:30	Registration and Coffee
8:30 - 9:00	Session ONE: Welcome and Introduction
9:00 – 10:00	Session TWO: Health Behaviors and Barriers to Behavior Change
10:00 – 10:30	Break
10:30 – 12:00	Session THREE: Interpersonal Communication for Behavior Change
12:00 – 13:00	LUNCH
13:00 – 14:00	Session FOUR: Elements of Effective Interpersonal Communication
14:00 – 15:30	Session FIVE: Reinforcing Healthy Behaviors in the Community
15:30 – 15:45	Conclusion

Conversation Cards, Illustrations, Discussion Questions and Information to Cover in the Discussion

INSTRUCTIONS FOR CONDUCTING AN INDIVIDUAL OR GROUP DISCUSSION USING THE CONVERSATION CARDS:

1. Introduce yourself.
2. Show the first picture (Picture #1) to the group. **MAKE SURE EVERYONE CAN SEE THE PICTURE.**
3. Ask the QUESTIONS on the back of each picture. Let the group discuss. Give everyone a chance to talk.
4. When everyone is finished read the IMPORTANT INFORMATION section behind the picture.
5. If you have additional materials share them with the group.
6. Ask if anyone wants to comment or if they have questions.
7. If there are additional conversation cards move on to the next card and follow the same steps.
8. Thank everyone for coming and ask them to try one of the steps to help their children read.

TIPS FOR A GOOD PRESENTATION

1. Practice. Practice. Practice. Be prepared before you conduct your first group. Try practicing using the pictures with family or friends before you conduct a group discussion.
2. Allow individuals in the group to talk. Do not control the discussion. The goal is to have a discussion. Do not lecture.
3. If there has been a long discussion, try to bring people back to the main message of the picture and move the discussion to the next picture.
4. Correct any incorrect information or myths if they come up in the discussion.

1. Voluntary Medical Male Circumcision (VMMC) Conversation Card

Discussion Questions

- *What do you think is happening in this picture?*
- *Why is the man smiling?*
- *Why is the other man unhappy?*
- *Why is it important that men are medically circumcised?*
- *Why do you think men do not want to be medically circumcised?*
- *Do you know where to go for a medical circumcision?*

Key Information


- ➔ Voluntary Male Medical Circumcision or VMMC is simple and easy when performed by a trained health provider.
- ➔ It is important because it helps to prevent the spread of sexually transmitted diseases like HIV.
- ➔ You still need to use a condom when having sex even if you have had a medical circumcision.
- ➔ Your visit to the clinic is confidential and gives you a lifetime of protection.
- ➔ VMMC does not affect your being able to have sex and it does not reduce your strength.
- ➔ Take care of yourself and the ones you love.... go to ____ clinic for a circumcision.

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Conversation Card No.1







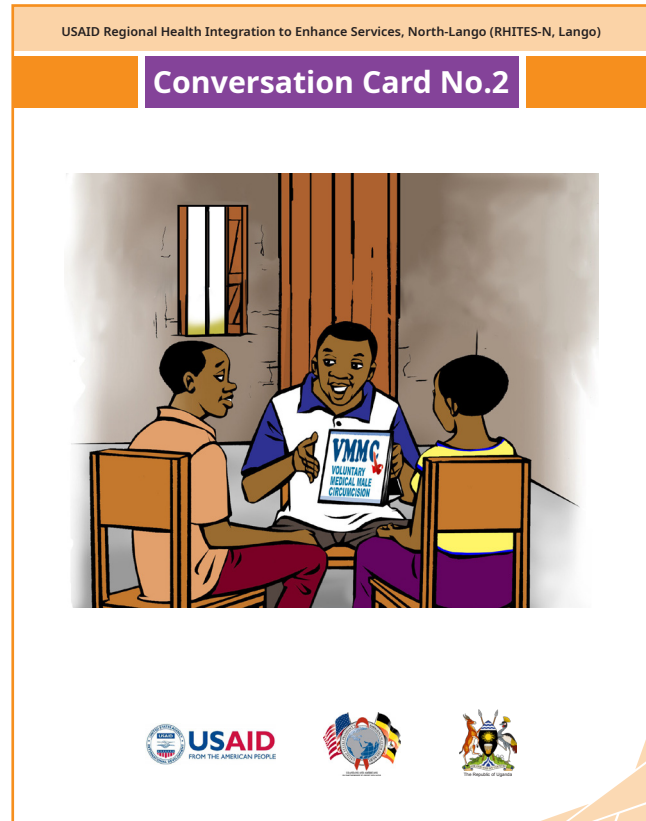
Medical explanation of the procedure

- ➔ Circumcision is not castration. The procedure removes the skin around the tip of the penis it does not remove the penis.
- ➔ Circumcision helps reduce infection and the removal of the foreskin makes it easy to clean your penis.
- ➔ Circumcision does not prevent HIV and other STDS, you will need to wear a condom to avoid these infections.

2. Voluntary Medical Male Circumcision (VMMC) Conversation Card

Discussion Questions

- *What do you think is happening in this picture?*
- *Why do you think the mobilizers is talking to the woman and the man?*
- *Why is it important for men to get circumcised?*
- *Why is it important for women that her partner gets circumcised?*
- *Do you think the man will have a circumcision because his partner is part of the discussion?*



Key Information

- ➔ Voluntary Male Medical Circumcision or VMMC is simple and easy when performed by a trained health provider.
- ➔ It is important because it helps to prevent the spread of sexually transmitted diseases like HIV.
- ➔ Women support circumcisions because they help reduce infections for both partners and it is hygienic.
- ➔ You still need to use a condom when having sex even if you have had a medical circumcision.
- ➔ Your visit to the clinic is confidential and gives you a lifetime of protection.
- ➔ VMMC does not affect your being able to have sex and it does not reduce your strength.
- ➔ Take care of yourself and the ones you love.... go to _____ clinic for a circumcision.

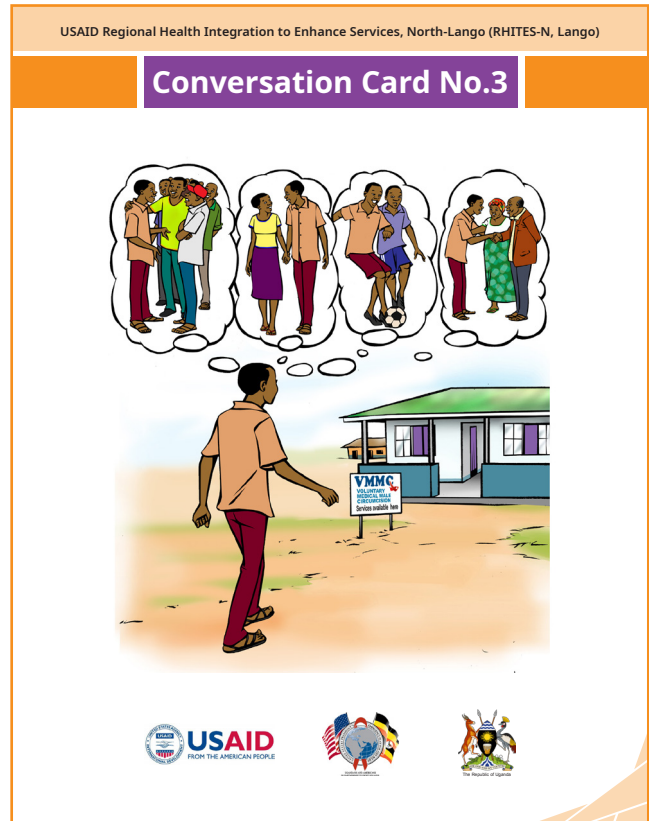
3. Voluntary Medical Male Circumcision (VMMC) Conversation Card

Discussion Questions

- *What do you think is happening in this picture?*
- *What is the man thinking about?*
- *Why is it important for men to get circumcised?*
- *Does his wife want him to get a medical circumcision?*
- *Will his parent be happy?*
- *Do you think he will get a circumcision?*

Key Information

- ➔ Voluntary Male Medical Circumcision or VMMC is simple and easy when performed by a trained health provider.
- ➔ It is important because it helps to prevent the spread of sexually transmitted diseases like HIV.
- ➔ Women support circumcisions because they help reduce infections for both partners and it is hygienic.
- ➔ You still need to use a condom when having sex even if you have had a medical circumcision.
- ➔ Your visit to the clinic is confidential and gives you a lifetime of protection.
- ➔ VMMC does not affect your being able to have sex and it does not reduce your strength.
- ➔ Take care of yourself and the ones you love.... go to ____clinic for a circumcision.



4. Couple Visits for Antenatal Care and HIV Testing

Discussion Questions

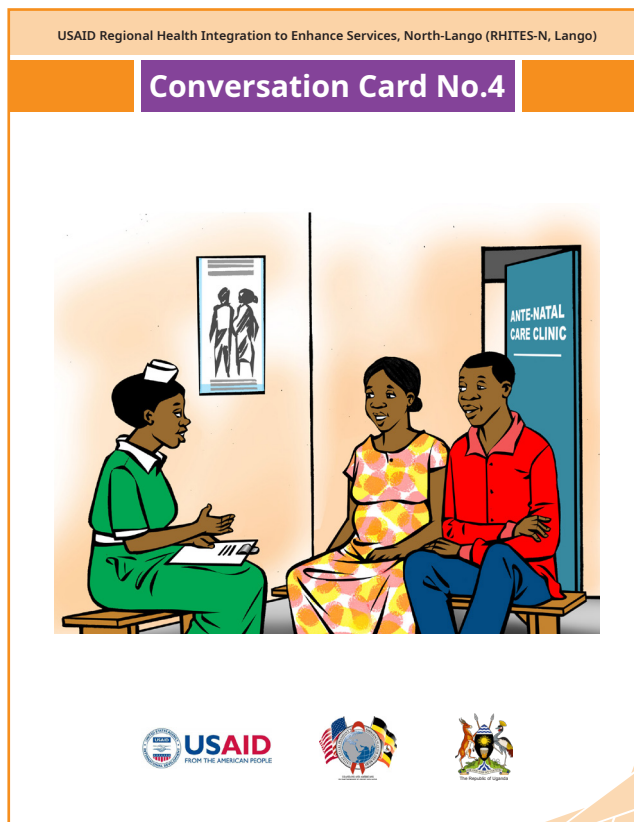
- *What do you think is happening in this picture?*
- *What are the benefits for a woman going to the clinic when she is pregnant?*
- *Why should the man go with her to the clinic?*
- *What does the nurse say to the woman and the man?*

Key Information

- Pregnant women should visit the clinic four times during her pregnancy.
- She and her husband should plan to deliver the baby in the clinic or with a trained health provider.
- Pregnant women should be tested for HIV and if she is positive, she should start treatment immediately

More Information

- Men need to put aside money to make sure women have a healthy pregnancy and delivery.
- Women need healthy foods, mosquito nets to prevent malaria, and four prenatal visits for a healthy pregnancy and delivery.
- If the woman is HIV+ she can start treatment right away to avoid spreading HIV to the baby.
- If the man is HIV+ he needs to get on treatment and use a condom when he has sex with his wife to avoid infecting his wife and baby..



5. Stigma

Discussion Questions

- *What do you think is happening in this picture?*
- *Why do you think she is standing/walking alone? her?*
- *How do you think she feels?*
- *What should be done to change the situation by the community?*

Key Information

- ➔ People who take HIV treatment can live a healthy life, marry and contribute to the community.
- ➔ People on treatment say their friends stop talking to them or people gossip about them. (Stigma)
- ➔ These actions make people feel isolated and alone. Some people feel so bad that they don't take treatment, or they stop treatment. This will cause people with HIV to get sick.
- ➔ Treatment keeps people healthy and productive. Support people on treatment and be kind to them.

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Conversation Card No.5



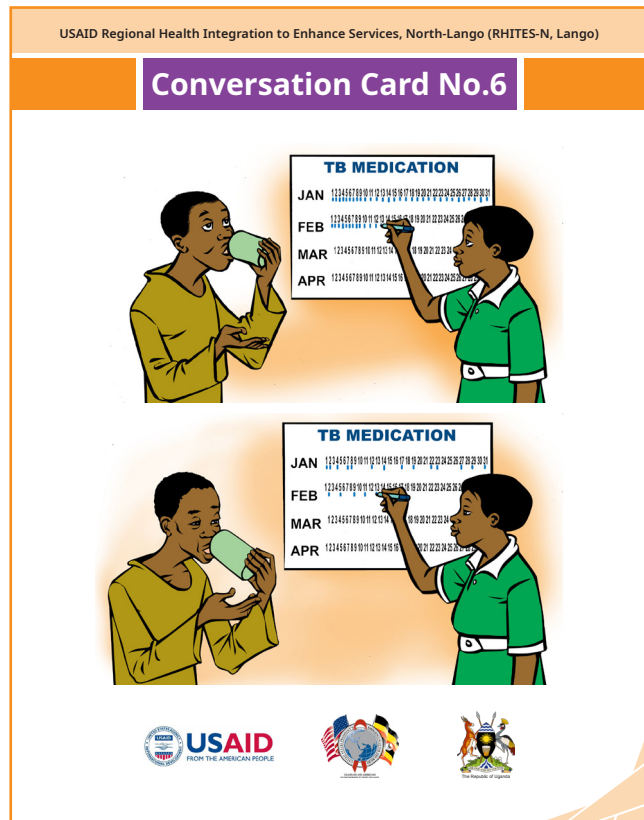
6. TB Treatment and Compliance

Discussion Questions

- *What do you think is happening in these three pictures?*
- *Why do you think he stopped his daily medicine?*
- *What do you see/think happened when the man stopped?*
- *What should you do to take your medicine every day?*

Key Information

- ➔ TB is a disease that affects the lungs.
- ➔ TB is an infectious disease and is spread from person to person.
- ➔ TB is a curable disease. It does have a cure and that requires taking medicine for TB every day for as long as the provider prescribes the treatment.
- ➔ Medicines for TB are free and available at health clinics.
- ➔ It can be hard to take medicines for months, especially if you start to feel better but list to your health provider.
- ➔ If someone in your family has TB, make sure they go for treatment and they stay on their treatment.



7. Post Natal Care

Discussion Questions

- *What is happening in the first picture? Why is the woman at the clinic with her new baby?*
- *What is happening in the second picture? Why is it important to breastfeed your baby?*
- *What is happening in these last two pictures? Why is the woman talking to her husband?*
- *What is she talking to the nurse about?*

Key Information

- ➔ Visit the clinic for care after the baby is born as told by the health worker.
- ➔ Breastfeed your baby within an hour of delivery and exclusively (no other food or drink including water) for six months.
- ➔ After a woman delivers a baby, she should use modern contraceptives to avoid pregnancy for at least 24 months
- ➔ Go to the clinic for information about modern contraceptives.

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Conversation Card No.7

The illustrations show a woman receiving care for her newborn at a clinic, breastfeeding her baby, and discussing family planning with her husband and a nurse. A sign for an HIV clinic is also visible.

USAID FROM THE AMERICAN PEOPLE

UNITED STATES OF AMERICA

REPUBLIC OF UGANDA

8. Child Health

Discussion Questions

- *What is going on in this picture?*
- *Why is it important to take your child to the clinic?*

Key Information

- ➔ Recognize symptoms of malaria and seek prompt diagnosis and care especially for small children.
- ➔ Provide prompt treatment for children with diarrhea at the onset of symptoms.
- ➔ Recognize problems with baby (fever, seizures, heavy coughing, non-movement) and seek care immediately.
- ➔ Immunize children to avoid infections.

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Conversation Card No.8

ANTENATAL CARE UNIT

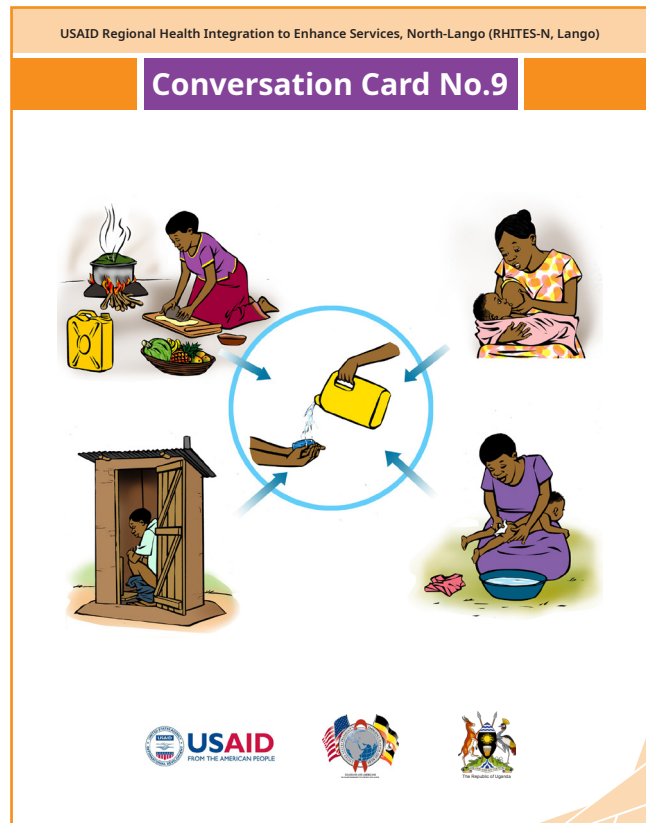
9. WASH Conversation Cards

Discussion Questions

- *What is the woman doing in these pictures?*
- *Why is she washing her hands?*
- *Why is it important to wash your hands before you prepare food?*

Key Information:

- ➔ Wash your hands with soap and water, especially after you change a diaper or defecate.
- ➔ Wash your hands before preparing food or eating.
- ➔ Hand washing prevents illness from spreading to your family.



IPC Checklist

INTERPERSONAL COMMUNICATION TO PROMOTE HEALTHY BEHAVIORS

Effective interpersonal communication starts with: listening carefully; showing respect and fostering a dialogue; speaking simply and providing actionable information. Follow these steps to help individuals take better care of themselves and seek the health services they need.

1. Gather accurate information

- Welcome warmly and make individual feel comfortable
- Explore the reason for the visit
- Ask about health behaviors
- Use open ended questions and probe for honest answers. Listen attentively
- Ask about previous behavior change attempts
- Identify barriers to change

2. Agree on actionable steps to enable behavior change

- Suggest behavior change options for the individual to try
- Tell them the benefits of these options
- Agree upon and record doable action steps to try before next visit
- Provide support materials and referral to resources to reinforce recommended behaviors

3. Follow up and reinforce at each visit

- Ask about behavior change attempt
- Explore barriers to attempting change
- Record progress or reinforce making additional attempts or trying another behavioral option
- Agree upon and record next steps
- Use two-way communication, both verbal and non-verbal
- Give a warm welcome.
- Show respect.
- Observe body language, words and things that might go “unsaid,” such as feelings or worries.
- Ask open-ended questions and listen carefully to answers.
- Use simple language and repeat same words to confirm understanding.
- Use support materials to reinforce recommendations.

Pre and Post Workshop Evaluation Forms

INTERPERSONAL COMMUNICATION SKILLS TRAINING PRE-ASSESSMENT FORM

Date _____

1. Have you participated in an in-service session on interpersonal communication?
 YES NO

If YES, were you able to apply that training to your job?

YES NO

2. What are your expectations for this training? _____

3. Are there areas in IPC you'd like to learn more about or practice at this workshop?
(Check ALL that apply)

establishing a dialogue with my community

listening

using simple language

encouraging two-way communications

using materials and resources

other _____

4. Are there specific health issues that you find more difficult to discuss with community members than other topics? YES NO

5. Do you currently talk to individuals about changing their health behaviors?
 YES NO

Thank You

INTERPERSONAL COMMUNICATION SKILLS TRAINING EVALUATION – POST WORKSHOP EVALUATION FORM

Date _____

Please check the appropriate response and explain your response.

1. Did you find the workshop sessions helpful?

Not helpful

Somewhat

Very helpful

Please explain _____

2. Do you think the workshop sessions' content were clear and understandable?

Not at all

Somewhat

Very helpful

Please explain _____

3. How effective did you think the trainer was?

Not effective

Average

Very effective

Please explain _____

4. One thing I learned today was... _____

5. One thing I am still unsure of is.... _____

6. What suggestions would you make to improve the workshop? _____

7. What sessions were new to you? _____

Additional Role-Playing Exercise

Active Listening Role Play (30 minutes)

Note to Trainer

This exercise is to practice interpersonal skills with different audiences. Ask participants to choose a partner. One participant will be the community member and the other the community mobilizer. Ask the pairs to choose one of the audiences and topics:

- *Man/ woman who started medicines for TB but stopped*
- *Young girl who is pregnant for the first time*
- *Women with a newborn child*
- *Man , who does not want his wife to use contraceptive*
- *Adolescent boy you are telling about condoms or VMMC*

Trainer says:

We are going to practice our IPC skills using a role play. Choose a partner and decide on an audience and health issue from the list on the slide. One participant is the community mobilizer and one is the community person. Conduct a role play for 10 minutes using the skills for IPC that you learned today. When you are finished, change roles and choose another audience and health issue and conduct a role play for 10 minutes.

When the role plays are finished) Spend a few minutes discussing the interaction: what skills were helpful, what did you forget, how far were you were able to get with discussion?

Certificate of Completion

CERTIFICATE OF COMPLETION

THIS CERTIFICATE OF COMPLETION IS HEREBY GRANTED TO

This certifies that _____ completed to satisfaction the one-day training workshop sponsored by the Ministry of Health and the USAID Rhites-N, Lango project activity:

INTERPERSONAL COMMUNICATION FOR COMMUNITY OUTREACH

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Rhites- N, Lango _____



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