

# STATUS OF HEALTH EDUCATION SERVICES IN INDIA

## REPORT OF THE NATIONAL CONFERENCE

**(FEBRUARY 26-29, 1980)**

**Under W.H.O. Project No. IND-HED 005**

*Organized by :*

**CENTRAL HEALTH EDUCATION BUREAU  
DIRECTORATE GENERAL OF HEALTH SERVICES  
KOTLA ROAD  
NEW DELHI - INDIA**

# CONTENTS

	<i>Page</i>
Preface	(iii)
Acknowledgements	(v)
Introduction	1
Summary of Proceedings	5
Recommendations	19
Excerpts from Speeches	26

## GROUP REPORTS

Report of Group I	40
Report of Group II	42
Report of Group III	49
Report of Group IV	53

## APPENDICES

I. Summary & Conclusions of Status Study Report	60
II. Evaluation of the Conference	71
III. List of Participants	73
IV. List of Members of Planning Group	78
V. Conference Programme	79
VI. Guidelines for Group Work	83
VII. List of Background Papers from Speakers	84
VIII. List of Background Papers from CHEB	85

## PREFACE

The Central Health Education Bureau (CHEB) was established in 1956 with a view to develop health education on scientific lines in the country. In 1959, the CHEB prepared a scheme for the establishment of State Health Education Bureaux in the State Health Directorates. Financial assistance was offered to the States by way of 50 per cent recurring and 100 per cent non-recurring grants during the Second Plan period but this assistance was discontinued after the Fourth Plan. Consequently, there has not been a uniform development of health education activities in the country. While, some States have done extremely well in establishing Health Education Bureaux, a number of them have set up a nucleus.

The Central Health Education Bureau took up a study in 1979 to review the status of health education services in the country. The study, among other things, covered assessing the present position of health education in India, especially in the light of its important place in the new health policy of the government, analysing the reasons for lop-sided growth of the programme in States and Union Territories, and considering the possibility of having a cadre of health educators. It also covered a review of health education content in the syllabi of various categories of health personnel such as medical, nursing and para-medical personnel, teachers, trade union leaders, etc., and make suitable recommendation and indicate research needs in health education.

This study covered all States and Union Territories as well as training and service institutions working in both health and non-health fields. Nearly 1700 organisations were covered for the study.

Based on the response to the questionnaires, personal interviews, a Report on Status of Health Education in India was compiled. This formed the background material for a National Conference on Status of Health Education Services in India held in New Delhi from 26 to 29 February, 1980. The Conference was attended by 62 participants. They were either senior health administrators, Professors of Preventive and Social Medicine of Medical Colleges and Health Educators from all over the country. The Conference made recommendations for promoting and strengthening health education in the following areas: Health Education Specialists; Health Professionals; Community Health Education—Central and State Health Education Bureaux, and School Health Education.

The Conference provided an excellent opportunity to share varied experiences in planning and implementing health education programmes at various levels. It also highlighted the wide differences in the set-up of State Bureaux and health education units at other levels like medical colleges, nursing institutions, municipal bodies and public sector undertakings.

**The Conference also provided another opportunity to reveal the vital role that media in general, and mass media, in particular, could play in promoting health consciousness and knowledge among the people.**

**The following pages of this report provide a detailed resume of the activities undertaken by the Bureau in planning, conducting and evaluating the four-day Conference. The recommendations are given separately and as part of the four group reports.**

**The report would prove useful to all health administrators with a deep commitment to health education and striving to give it the due place in various health programmes. I am also sure the recommendations made at the Conference would be sincerely followed up and the discipline promoted at various levels.**

**21-1-1981**

**(Dr. B.C GHOSAL)  
DIRECTOR, CHEB**

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We gratefully extend our thanks to members of the Planning Group of the Conference. Their constant direction and cooperation was not only a great source of inspiration, it also helped in generating a most congenial atmosphere for the deliberations.

We are specially thankful to the World Health Organization for providing financial assistance for undertaking this big project, viz., to assess the status of health education services in the country and to plan and organize the Conference.

We deeply acknowledge the cooperation and assistance provided by the various voluntary and Government agencies, especially the States/Union Territories in collecting the necessary information.

We are grateful to the staff of the CHEB for their active cooperation and assistance in the organization of the Conference specially to the Research Division, the Exhibition, Art, Audio-visual and Editorial Units of Media Division and the Administration and Secretarial Divisions.

We gratefully acknowledge the contribution of Dr. A.B.Hiramani, Dy. Director (Research) and the staff of the Research and Evaluation Division of CHEB in preparation of the status study report. We also acknowledge the contributions of Shri T.K. Parthasarathy, Shri D. Lakshminarayan and Shri P.N. Khosla in the preparation, editing and production of the report.

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