

**IEC and Counselling  
in  
Leprosy programme**

# Learning Objectives:

- ❖ Prepare Annual Plan for IEC and outline its implementation.
- ❖ Establish linkages with NRHM IEC plan
- ❖ Enlist key messages and describe methods to disseminate them
- ❖ Describe counselling techniques

# IEC

**IEC is a strategy for transfer of correct information**

❖ **Source:** Health department /health functionaries

❖ **Recipient:** Community

❖ **Tools :** Print Media  
Electronic Media  
Inter-personal Communication

# IEC - Components

- ❖ **Information** knowledge based on scientific facts and figures.
- ❖ **Education** Process of bringing out ability of a person/ community through learning
- ❖ **Communication** Process of transmission of information, ideas, attitudes, or emotion from one person (or group) to another (or others) primarily through symbolic messages.

Purpose of communication is to transmit right information and develop mutual understanding.

# Communication Process in IEC



**Aim: Change in behaviour including**

- ❖ Affecting Cognitive – Knowledge
- ❖ Affective -Behaviour & Attitude
- ❖ Psycomotor - Skills

# IEC - Plan

- ❖ **Assess** Needs and knowledge levels
- ❖ **Define** Tools and Methods
- ❖ **Include** NRHM IEC Plan
- ❖ **Implement** IEC activities
- ❖ **Evaluate** Knowledge levels and behaviour change

# IEC -Features of a good message

- ❖ **Content:** Should be Clear short, specific and need based
- ❖ **Appeal:** Must lead to/ ask for an action
- ❖ **Relationships:** Express relationship among health care system and community (including persons affected by leprosy)
- ❖ **Emotions:** Convey pleasing emotions, concern, care and motivation

# IEC - Key Messages

## ❖ **Leprosy is Curable**

The disease is caused by leprosy germs and can be cured with medicines (MDT) that are available free of charge in all the health facilities.

## ❖ **Early symptoms of leprosy**

Leprosy usually starts as a patch with loss of sensation or as numbness and tingling in hands &/ feet. Consult health worker on occurrence of any of these.



## IEC - Key Messages

- ❖ **Disabilities can be prevented**  
Early detection with appropriate treatment helps prevent disability due to leprosy.
- ❖ **No place for segregation**  
Leprosy is treatable and once on treatment patient does not infect others and hence there is no place for segregation of PAL.
- ❖ **Accept persons affected by leprosy**  
Persons affected by leprosy, once on treatment needs compassion and empathy. Discrimination of patients is inhuman.

## IEC- Generic Information

- ❖ **Deformities** and disabilities are **unfortunate remnant conditions of leprosy**. which can be avoided if reported early
- ❖ Treated persons even with **disability are not infectious** to others.
- ❖ People **do not contract leprosy** by dressing ulcers and attending to leprosy patients.

## IEC- Generic Information

- ❖ **Disability** due to leprosy is **preventable** through early diagnosis and appropriate treatment of the disease.
- ❖ **Continued self care** by patients themselves improves their social life.
- ❖ Some deformities **can be corrected by operations to restore** appearance and **function**. Treated person affected by leprosy can lead a normal life and become economically independent.

# IEC – Target Groups

	IPC	Group discussion	Mass
<b>Health Providers</b>	XXX	XXX	
<b>Influnecers</b>	XXX	XXX	XXX
<b>Clients</b>	XXX	XXX	
<b>Family Members</b>		XXX	
<b>Community</b>		XXX	XXX

# Counselling

- ❖ **Counselling** is a means
- ❖ **Put** oneself in the position of the client, guide
- ❖ **Help** the client to understand their own feelings, problems and situation bothering them
- ❖ **Identify** possible solutions for the problems
- ❖ **Help** client to decide on his/her own choice.

This process takes time and perhaps more than one session.

# Counselling – Important Tips

- ❖ **Depends** on the dialogue process and **talking points**
- ❖ **Discussion** is **specific** to each individual
- ❖ **Simple** and **understandable** language must be used instead of scientific words

# Counselling

## WHEN

- ❖ At the start of MDT
- ❖ During Treatment
- ❖ After Completion of Treatment

## To WHOM

- ❖ Patients at Diagnosis
- ❖ Family Member supporting patient
- ❖ Employer/Influencer in community

# Counselling – Key Points

- ❖ The disease is caused by germs
- ❖ The disease is not contagious
- ❖ Leprosy is curable with MDT.
- ❖ The patient once on treatment will not spread disease to others.
- ❖ The person affected by leprosy can lead a normal life during and after their treatment.



# Counselling – Key Points

- ❖ Patient to take medicines daily for the scheduled period of treatment
- ❖ Patient to visit health facility in case of problems
- ❖ Patient to follow the principle of self care.