

Availability and Utilization of Health Education Methods for Clients in Primary Health Care Centers in Makkah, Saudi Arabia

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Abstract: The aim of this study is to know the availability and utilization of health education methods for Clients in Primary Health Care Centers in Makkah, Saudi Arabia according to the opinion of clients. A total of 200 clients over 18 years old in about 18 health care centers were interviewed to obtain their opinions in health care programs that delivered by health care centers. According to the findings, T.V was available for most 166(83%) of clients in primary health care centers, followed by internet 113(56%) and radio 86(43%), while exhibitions were available for only 7% of clients. Also it has been found that highest percentage (73%) of study group follow health education activities in T.V, radio 50%, internet 42.5% and exhibitions 16.5%. Most of primary health clients 144(72%) were not satisfied from available health education activities. The study concluded that T.V, Internet and radio were the top source and satisfied method of health education for public.

Keywords: health, education, internet, patients, Makkah

I. Introduction

Health services in Saudi Arabia have increased and improved significantly during recent decades [1]. Health education is essential one of these delivered health education to improve health status of people. Health education is defined as any combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes [2]. There are many methods that could be used in health education directed to individuals and groups.

Health education is considered as a key to achieving better outcomes of health care. Satisfaction of patients regarding health education services is associated with improvements in the quality of health care and improved health outcomes [3].

Anwar [4] reported that the health education programmes in Saudi Arabia are insufficient to meet the high demand in both rural and urban areas, in addition to that the quality of these programmes (particularly in managed by primary health centres) suffers from a lack of clearly communicated health goals, theory-based interventions, communication behavioural-related outcomes and comprehensiveness.

II. Materials And Methods

The study was conducted in primary health care centers in Makkah Almokarramah, Saudi Arabia, which the Holy town that receives million of people from world annually to do Hajj and Omrah. A total of 200 people over 18 years old who were attending (clients) in 18 health care centers were interviewed to obtain their opinions availability, utilization and satisfaction of health education methods used in primary health care centers.

III. Results

In the present study table 1 shows that T.V was available as health education methods for 83% of clients in primary health care centers, internet (56%), roads signs (20%), SMS (39%), prints (33%), field visits (10.5%), radio (86%), lectures and seminars (17.5%), and exhibitions (7%). Table 2 illustrates that 73% of clients (patients) followed T.V as a health education methods internet (42.5%), roads signs (38.5%), SMS (37.5%), prints (36%), field visits (26.5%), radio (25%), lectures and seminars (25%), and exhibitions (16.5%). Most of primary health clients 144(72%) were not satisfied from available health education activities.

Table (1): Availability of health education methods according to the opinion of clients in health care centers in the Makkah Elmokarramah, Saudi Arabia

Educational means	Available	Not available	Medium	Standard deviation
	No (%)	No (%)		
T.V	166 (83%)	34 (17%)	1.8300	.37658
Internet	113 (56.5%)	86 (43.5%)	1.5750	.52512
Road signs	40(20%)	160(80%)	1.2000	.40100
SMS	78(39%)	122(61%)	1.3900	.48897
Prints	66(33%)	134(67%)	1.3300	.47139
Field visits	21(10.5%)	179(89.5%)	1.1050	.30732
Radio	86(43%)	114(57%)	1.4300	.49632
Lectures& Seminars	35(17.5%)	165(82.5%)	1.1750	.38092
exhibitions	14(7%)	186(93%)	1.0700	25579

Table (2): Utilization of health education methods by clients in health care centers in Makkah Elmokarramah, Saudi Arabia

Educational means	followed	Not followed	Medium	Standard deviation
	No (%)	No (%)		
T.V	146 (73%)	54 (27%)	1.7300	.44507
Internet	85 (42.5%)	115 (57.5%)	1.4250	.49558
Road signs	77 (38.5%)	123 (61.5%)	1.3850	.48782
SMS	75 (37.5%)	125 (62.5%)	1.3750	.48534
Prints	72 (36%)	128 (64%)	1.3600	.48120
Field visits	53 (26.5%)	147 (73.5%)	1.2650	.44244
Radio	50 (25%)	150 (75%)	1.2500	.43410
Lectures& Seminars	50 (25%)	150 (75%)	1.2500	.43410
exhibitions	33 (16.5%)	167 (83.5%)	1.1650	.37211

Table (3): Satisfaction of clients as regard to health education delivered by available methods in health care centers in the Makkah Elmokarramah, Saudi Arabia

Satisfaction	No	%
Satisfied	56	28%
Not satisfied	144	72%
Total	200	100

IV. Discussion

It is of paramount importance to deliver health education in primary health care setting, because patients need to know their conditions and how they deal with to achieve recovery and to prevent their families and community members. In this study, several methods of health education were used in primary health care in Makkah to deliver health messages to patients as one of primary health care. T.V is still the frequent methods to get most of health information and alert; it might be attributed to the many reasons e.g. availability, mass media and needs no education and skills to follow. Television has proved to be a profound means of delivery of a lot of information including health one. Ezekiel and Peter, [5] found that radio was mostly used to access information followed by mobile phone, television, newspaper, social network, satellite and cable television followed by the internet. The second available and used method in this study was internet. In a study conducted Among French Young Adults, it has been found that The Internet is a useful tool to spread health information and prevention campaigns, especially to target young adults [6]. Also Jay and John [7] found that the Internet is starting to revolutionize health education research and practice. Findings obtained from Saudi Arabia, about 44.8% of the patients have received printed educational materials, group teaching, education exhibition and advices given in the waiting area (24%, 19.5%, 12.8% and 20.2%) respectively [3].

V. Conclusion

There are many different methods that could be used as health education tools for public; however health education activities delivered by these methods were not satisfied from study group point of view.

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