Principles of Face to Face Education
Principles of Face to Face Education: Objectives

• Recognize the advantages of persuasive face-to-face education
• Identify the key principles and techniques
• Understand how to carry out persuasive face-to-face intervention
• Be able to train others how to conduct effective face-to-face education
Diversity of Educational Strategies

**Styles**
- didactic vs. problem-oriented
- lecture vs. multi-method training
- one shot vs. repeated encounters

**Targets**
- health problem vs. prescribing focus
- varying resistance to change

**Audience & setting**
- small group vs. large group
- on-site vs. district seminar
Advantages of Persuasive Face-to-Face Education

- Present both sides of controversies
- Target opinion leaders
- Two way communication
- Adapt message to prescriber's situation
- Able to reinforce improved behavior
Effect of Persuasive Education on Prescribing by Private MD’s in the US

% change in prescribing in target drugs

-40%  -30%  -20%  -10%  0%  
(n = 140)  (n = 132)  (n = 141)

controls
print only
print & detail

(NS)
(p < 0.0001)
Zambia Essential Drugs Program

Education and Information
- Training in drug management and therapeutics
- Standard Treatment Guidelines
- Drug information newsletter

System Supports
- PHC Essential Drugs List (34 drugs)
- Kit supply system
- Distribution and reporting system
Group Seminars to Improve Prescribing in Zambia

Design
- 16 matched Lusaka health centers
- 8 randomly assigned to intervention (N=26 prescribers) and control (N=26)
- 30 new cases per prescriber per month before, during, and after intervention

Intervention
- three 2-day workshops in 4 months
- topics: STGs for malaria, diarrhea, ARI
- self-audit, cases, lectures, group work
Impact of Group Seminars on Prescribing in Zambia

Adequate Examination

Correct Case Management

Before During After

Correct Drug

Correct Dose

Before During After

Source: Bexell et al. Zambia Essential Drugs Program. 1994
Effect of Small Group Training on ORS Sales in Kenyan and Indonesian Pharmacies

Kenya

Indonesia

% ORS Sales

Wave 1 (N=58)  Wave 2 (N=24)  Controls (N=25)

Pre  Post 1  Post 2

Training (N=42)  Controls (N=41)

% ORS Sales

Pre  Post
Effect of Small Group Training on Antidiarrheal Sales in Kenyan and Indonesian Pharmacies

Kenya

Indonesia

% Antidiarrheal Sales

Wave 1 (N=58)  Wave 2 (N=24)  Controls (N=25)

% Antidiarrheal Sales

Training (N=42)  Controls (N=41)
Size of Improvement by Intervention Type in 36 Well-designed PHC Interventions

- **Informational:** Print Info / Guidelines
- **Training / Workshop**
- **Community Case Management**
- **Group Process**
- **Administrative:** Supervision / Audit
- **Essential Drugs Program**

% Improvement in Key Outcome
Findings About Educational Strategies

Large impact (>25% improvement)
- repeated problem-oriented groups

Moderate impact (10-25% improvement)
- single health problem focus
- small problem-focused on-site training -or- large multi-method seminar
- gains from small group more sustained

Small impact (<10% improvement)
- distributing print info or guidelines
- single didactic seminar or diffuse focus
Sites for Face to Face Education

Face to Face education can occur in many sites.

- Health centers
- Hospitals
- Pharmacies
- Continuing education seminars

Face to Face education can occur as part of:

- Training
- Supervision
- Regular support visits
- Clinical consultation
Motivations Reported by Prescribers

2. Use of Placebos
   - "...I always give patients drugs with names they don't know..."
   - "If the patient likes it, it's O.K."

3. Clinical Experience
   - "...my own experience shows that these drugs work."
Motivations Reported by Prescribers

1. Patient Demand
   • "Vitamins are virtually useless, but patients always ask for them...and will go elsewhere if they are not pleased".
   • "...Not enough time to bother with changing people's minds."
Principles of Persuasive Education

- Relevant to actual therapeutic decisions and actions
- Understand the reasons for prescribing
- Be oriented toward decisions and actions
- Emphasize only a few key messages
- Capture attention with headlines
- Use appealing print materials
- Use brief, simple text
- Refer to the best research
- Have a respected sponsor
Targeting Opinion Leaders

Discussion with Chief of Obstetrics

-- Cefazolin recommended

— Cefoxitin not recommended
Effect of Reinforcement on Reduction in Use of Targeted Drug

% CHANGE (PRE TO POST)

Controls

Number of Visits Completed

0

1

2
Characteristics of Persuasive Educators

- Good with language
- Energetic
- Alert
- Good interpersonal skills
- Calm under pressure
- Some science background
Managing Face-to-Face Education

- Target high frequency users
- Inform the target prescribers in advance
- Explain sponsorship and purpose
- Schedule follow-up visits
- Monitor performance
Activity One

Face-to-Face Visit with Prescribers at Centro Health Center
Face to face education can be an effective intervention if it is:

- Targeted
- Has a clear message
- Actively managed with monitoring
- Fits the institutional environment