

THE POWER OF THE HYBRID

Delivered By

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ABSTRACT

The Power of the Hybrid describes the beauty and strength of a hybrid approach in the application of health promotion and education theories for effective and efficient improvement in the quality of health of children, adolescents, women, the community and quality of service delivery. Hybrid research is the combination of qualitative and quantitative techniques, where a qualitative approach is utilised to uncover the meaning and attitudes behind quantitative data. It merges the “what” and “why” into a single, unified approach and combines the best of all worlds. It helps to know the deep qualitative insights that only come from in-person interactions with a concept, which allows one to gain real-time qualitative insight. The hybrid option combines traditional methodologies, bringing a new dimension to research. The Best of Both Worlds hybrid research tool yields results from larger samples found in quantitative surveys with the additional in-depth interviewing results of a qualitative survey. The greatest strength of the hybrid approach is that it allows researchers to garner deeper and more comprehensive insight and hear the voice of the participants in a way that no projectable single-mode research approach offers. This benefit is also easily accessible because hybrid research offers significant cost and time efficiencies. The hybrid contribution to scholarship presented in five themes (Understanding of factors contributing to Speech, hearing and disability; Reproductive health and HIV; Health Promotion through system approach; Promotion of Child Survival and Community Health Promotion) has opened a new frontier of understanding of disease concept from the patient perspective thereby providing a more holistic care. It also highlighted areas that programmers need to pay particular attention to in providing relevant, culturally appropriate and cost effective intervention programmes. It showed that health promotion and education remains the bedrock of development for any nation, as the principles are applicable to every sphere of life.