



**Best Practices  
SMDP Global Conference  
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### **General Concepts**

- Find a way for stakeholders at all levels to participate in planning, to stay informed and to benefit from the program.
- Be proactive rather than reactive.
- Focus on results, rather than on the training process.

### **Marketing**

- Use various marketing techniques and tailor them to the specific country.
- Involve MIPH alumni in marketing efforts.
- Publicize positive outcomes.
- Use local professional associations as channels for marketing and training.

### **Financial Support**

- Forge trust by developing a common plan with donors.
- Maintain continuous involvement with stakeholders.
- Realize that public-private partnerships may come at the expense of public health.

### **Sustainability**

- Understand that sustainability is the key to long-term success; donor dependent approaches will suffer in the long run.
- Put training in your organization's annual budget.
- Obtain commitments in writing to support training programs.
- Work within your resources, using local trainers whenever possible.
- Generate high-quality programs that create good word-of-mouth advertising.
- Involve a training institution, ideally one which provides some sort of accreditation; this will facilitate progress.

### **Applied Learning Projects**

- Provide diploma only after projects are completed.
- Obtain resources and political commitment from higher-level officials to ensure and sustain follow-up.
- Address existing problems within the team's circle of influence.
- Conduct regular monitoring and supervision regionally and combined with other field activities, where possible; these are key to project success.
- When assigning projects, stress the benefit rather than the mandatory nature of the assignment.
- Encourage participants to attend courses in pairs or teams to provide mutual support for projects.

### **Promoting Training Success**

- Use well-defined criteria to identify committed participants who are able to implement training concepts in their daily work.
- Obtain employer's agreement regarding project follow-up and support.
- Establish a fee system, realizing that people value what they pay for; free programs may be undervalued.
- Use high-quality, interactive training materials and programs tailored to local needs.

### **Institutionalization**

- Institutionalize the program in different settings (e.g., academic, Ministry of Health, NGO, etc.)

### **SMDP**

- Share various countries' experiences to help participants see how tools are adapted and used.
- Help alumni to network electronically through email systems and listservs.
- Include hands-on advocacy training in the MIPH Course.
- Build evaluation into planning and implementing programs.
- Provide periodic updates of course materials.