Course Learning Objectives

Building Partnerships for Effective Advocacy

By the end of this session, participants are able to:

- Define what advocacy means in an international public health setting
- Identify resources needed for a successful advocacy campaign
- Identify effective advocacy strategies and tactics and their potential impact
- Have access to resources and tools to advocate effectively for public health issues with elected officials and key stakeholders
- Develop an action plan for an advocacy approach in your country
- Transfer your learning from this session to others in your country

Behavioral Style Analysis

This session helps the participants to describe their interaction styles, their value on teams, and to be aware of problems that might occur when interacting with any of the four identified styles. Major topics covered in this session include the following:

- Style preference
- Style and productivity
- Capitalizing on strengths
- Understanding limitations
- Maximizing effectiveness

By the end of this session, participants are also able to:

- Explain the steps in the planning process
- Appreciate how teamwork can improve the effectiveness of decision-making
- Appreciate the influence group style has on the effectiveness of decision-making

Collaboration and Coalition-Building

At the end of the presentation, participants will be able to create a foundation for effective collaboration and coalition-building in public health. Specifically, they will—

- Understand the importance of collaboration in public health
- Distinguish between different kinds of collaborative relationships
- Understand the key factors that support a successful coalition
- Analyze the behavior of participants in a collaborative relationship using a model provided

Communications and the Media

Broadcast and print media are the most important sources of information on public health for the general public. How can we use the media to communicate important, clear, easily-understood messages about public health issues? By the end of the session, participants are able to:

- See the value of social math
- Use bridging techniques, including phrases that help take the interview with a reporter in the desired direction
- Learn to use silence to best advantage in a media interview
- List three common mistakes made in interviews with reporters
- Develop one key public health message
- Write a public health message as a 10-second sound bite

Donor Relations

By the end of the session, participants are able to:

- Understand the Relationship Development Model
- Learn how to identify potential donors
- Participate in a panel review of competitive proposals

Course Learning Objectives

Effective Communication Skills

This highly participative two-day workshop is designed to cover basic communication skills, with emphasis on making effective presentations and on providing effective feedback. Participants practice the skills as they are presented and conduct a five-minute presentation the second day, followed by feedback from their peers.

By the end of the session, participants understand the value of the following communication techniques and have practiced them in class as a first step toward incorporating them into their own communication behavior:

Presentation Skills

- Pausing and breathing
- Eye contact
- Stance
- Gestures
- Vocal variety
- Extemporaneous speaking
- Preparing organized, effective presentations
- Leading effective classroom discussions

Feedback Skills

- Providing positive feedback
- Providing feedback for improvement

Flow Analysis

This highly participative workshop is designed to provide the basic concepts of Flow Analysis. By the end of the session, participants will be able to:

- Explain the relationship between Flow Analysis and Total Quality Management
- Describe benefits of effective and efficient workflow
- Identify six common workflow problems
- Explain the seven steps for conducting Patient Flow Analysis
- Implement the Flow Analysis concepts in a work environment:

- Demonstrate ways that waiting time can be decreased
- Identify ways to improve clinic flow
- Identify ways to increase the efficiency of health care providers

Force Field Analysis

The overall course objective is for participants to know and apply the Force Field Problem-Solving Model. Upon completing this session, participants will:

- Become familiar with the Force Field Problem-Solving Model
- Identify the five steps in the Force Field Model
- Apply the Force Field Model to real work situations

Healthy Plan-*it*™

During this session, Healthy Plan-*it*™ is presented as a distance-based public health program management and development course. By the end of the session, participants are able to:

- Identify the Six-Step process: Priority Setting, Establishing Goals, Outcome Objectives, Strategy, Evaluation and Budget
- Reach group consensus on health problem priorities
- Apply the components of the Basic Priority Rating System and PEARL (Propriety, Economic feasibility, Acceptability, Resources and Legality) to prioritize health problems and interventions
- Analyze a health problem in terms of its direct and indirect determinants, risk factors and contributing factors
- Describe the hierarchical relationship between outcome, impact, process objectives, activities, and tasks
- Write measurable and meaningful outcome, impact, and process objectives
- Select an intervention strategy based on a health problem analysis

Course Learning Objectives

- Describe the difference between process, impact and outcome evaluation
- Identify, describe, and justify the necessary programmatic resources including personnel, facilities, equipment, supplies, and travel
- Estimate the approximate cost of required program resources needed to implement an intervention strategy and prepare a program budget proposal

Health Systems Reform and Health Care Financing

This session focuses on health care financing issues as components of health systems reform. By the end of the session, participants are able to:

- Identify eight factors that influence health system reform measures
- Describe the 2000 World Health Report approach to assessing the performance of health systems around the world
- Identify the major types of financing strategies as instruments to achieve reform
- Identify both positive and negative incentives and the implications created by each type of financing mechanism within health systems reform
- Recognize the association of health care systems and health financing strategies in the context of decentralization

Human Resource Management

By the end of the session, participants are able to:

- Understand how to develop a job announcement, and then use it to hire outstanding staff
- Develop an effective performance appraisal tool and use it to guide and manage employees

Leadership

So much about being an effective manager and leader involves how well you manage and lead your own life. Using this concept as a premise, we will examine and experiment with the concepts presented and explore ways to take the newly acquired skills and techniques back home to train team members for peak performance.

By the end of the session, participants are able to:

- Describe the five roles of a leader as coach during performance reviews and assessments
- Know their preferred style of supervising as a leader
- Understand and explain facilitative leadership
- Understand Covey's leadership styles
- Use the DESC Model for performance problems
- Develop an action plan to implement back home

Leading Change for Results

By the end of the session, participants are able to:

- Recognize the simple change framework
- Develop a toolkit for implementing change leadership
- Begin to develop individual change leadership skills

Course Learning Objectives

Performance Standards

At the end of the presentation participants will:

- Understand how a framework of essential public health functions (EPHF) can be used in measuring the performance of health systems

- See the link between strong public health infrastructure and public health practice

- Learn how to implement a performance measurement exercise

- Learn the basics needed to help develop targeted interventions that strengthen public health system infrastructure

- Analyze and utilize data from EPHF to develop targeted strategic interventions that will help strengthen the public health system and enhance delivery of public health services

Managing Conflict Constructively

By the end of the session, participants are able to:

- Define conflict; discuss why it is normal
- Highlight major causes of conflict
- Suggest ways conflict can be beneficial
- Identify how conflict can hurt
- Consider the impact of expectations
- Describe pros and cons of various approaches to managing conflict
- Develop an action plan to reduce or manage conflict

Marketing

By the end of the session, participants are able to:

- Identify the market niche served by their organizations
- Develop a positioning statement
- Establish marketing goals
- Perform an audit to assess marketing mix
- Develop marketing strategies
- Produce a marketing plan

Strategic Communication

By the end of this session, participants will be able to:

- Explain the benefits of strategic communication for their organizations

- Differentiate between communication strategy vs. communication tactics

- Identify how audience research can be used to develop communication strategy

- Use Five Steps of Strategic Communication to improve decision-making

Course Learning Objectives

Team Building

At the end of this first-day session, participants will have:

- Had an opportunity to get to know each other

- Discussed the value of team-building

- Become familiar with the Experiential Learning Model

- Identified the characteristics of effective and ineffective teams

- Experienced the process of team development through participative activities

- Had fun while learning

- Agreed on expectations for working together during the MIPH course

Time Management

By the end of the session, participants are able to:

- Identify work-related objectives and use of time to achieve them

- Develop a prioritized goal list

- Develop a prioritized to-do activity list and a schedule that reflects priorities

- Understand how to make meetings more effective

- Organize their work areas for maximum effectiveness

- Describe the different steps to build a schedule

- Develop project schedules using the Critical Path Method (CPM)

- Use Critical Path to manage the project effectively

Total Quality Management (TQM)

By the end of the session, participants are able to:

- Demonstrate an understanding of the Total Quality Management triangle

- Demonstrate use of the seven-step problem-solving process

- Identify their customers and the roles these customers play in improving public health

- Demonstrate the use of various TQM tools, such as flowcharting, histograms, Pareto charts, and fishbone diagrams

- Apply the learned concepts to a public health problem they may address upon returning to their worksites

Training-of-Trainers

At the completion of the Training of Trainer component of the MIPH course, the participant will be able to:

- Apply guidelines for managing training, including a performance needs assessment

- Implement transfer of learning strategies

- Apply guidelines for designing training

- Apply guidelines for delivering training, including adult learning principles and creating a positive learning climate

- Use creative training techniques to facilitate learning

- Apply guidelines for evaluating training