

REGIONAL SHORT COURSE:
**“Short course on health advocacy and policy strategies for the
prevention and control of Non Communicable Diseases”**

Organized by:
**Asia Pacific Academic Consortium For Public Health (APACPH)’s Early
Career Network (ECN) in Collaboration with
University of the Philippines, Manila**

INTRODUCTION AND RATIONALE

To optimize health, public health interventions must address environmental, social, political and economic factors as well as individual behaviour (WHO, 1986). Public health’s mission includes creating the ‘conditions’, and ‘environment’, in which people can be healthy (Wallack and Dorfman, 1996). Hence, contemporary public health practice involves not only attempting to change individual behaviour but also influencing the policies and practices that create the conditions for change.

Public health advocacy has been used to advance policies in several public health areas, including gun control, injury prevention and tobacco control. Chapman argues that advocacy remains a ‘Cinderella branch of public health practice’ with insufficient attention given to its development through university programmes, text books and journals (Chapman, 2004). Yet, to be effective, public health leaders and advocates practitioners and students require skills in strategic analysis, community organizing and use of the media (Woodruff, 1995; Chapman, 2004). Little attention is given to translating Public health evidence into instruments of policy change and advocacy. This workshop attempts to inspire, stimulate and provide a technical framework for interested APACPH members in health advocacy and policy.

How can advocacy be used in public health?

Advocacy is increasingly recognized as a key element of the public health role as it can help in promoting health and well-being. Public health includes all work to protect and improve health and involves people from all sectors and disciplines.

- Advocacy can be carried out by the people affected by an issue or problem, by other people representing them, or by both groups together.

- Advocacy is often more powerful if those affected by the problem or issue are involved in or lead the process.

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The overall objective of this workshop will be to familiarize participants with the strategies of public health advocacy, policy advocacy/writing and to provide skills in these areas to translate public health evidence into making real change...

References:

- Chapman, S. (2004) Advocacy for public health: a primer. *Journal of Epidemiology and Community Health*, 58, 361–365.
- Woodruff, K. (1995) Media strategies for community health advocacy. *Primary Care*, 22, 805–815.

PROPOSED SHORT COURSE PROGRAMME

Date: August 12-14, 2009

Venue: College of Public Health, University of the Philippines, Manila, Philippines

Intake: Public Health Professionals, Academics, Early Career researchers and students in Public Health, Members from APACPH member institutions. Maximum of 20 participants

Key Facilitators:

Dr Susan Mercado, Programme Coordinator, Cities and Health Programme, World Health Organization Western Pacific (WPRO)

Dr Cherian Varghese, WHO Technical Officer for Non Communicable Disease

Prof. Marilyn Fe Lorenzo, Health Policy, College of Public Health, University of the Philippines

Workshop Process Indicators: Students submit Health advocacy and/or brief Health policy mix plans, and with consent plans to be shared on ECN/APACPH website.

Instructional format:

A 3-day workshop - teaching and learning activities include interactive lectures, case studies, small group work and visits to field settings.

	DAY 1	DAY 2	DAY 3
Objectives:	<ul style="list-style-type: none">• To discuss the importance of healthy policies, and advocacy in the prevention of non communicable diseases• To provide an Overview of the Key Principles of Public Health Advocacy• To discuss the framework and guidelines and good practices of public health advocacy –• To identify and demonstrate best practices in Building Healthy Communities and Populations – Advocacy	<ul style="list-style-type: none">• Introduction to public health policy• How to use research evidence to influence Policy• Basics of ‘What is policy’, Policy making and policy process (outline the structures, roles, processes of policy making)• Examples and ‘walk-through’ of policy making processes• Challenges and lessons learnt in the above processors	<ul style="list-style-type: none">• From Rhetoric to reality: translating advocacy to policy change, program practices...• meeting the “change agents” within programs/organizations within public health advocacy and policy in Manila

PROGRAMME

	Day 1 (August 12)	Day2(August13)	Day3(August 14)
8:00 -8:30	Registration		
8:30 to 9:30	National Anthem Welcome Remarks (Dr. Nina Gloriani) Workshop Background Overall Objectives (ENC representative) Introduction of Participants and Facilitators	8:30 to 10:30 Global Initiatives for the prevention of NCD Tobacco Control – WHO Initiative Dr. Susan Pineda –Mercado (WHO)	8:30 Field Visit to a Healthy City
9:30 to 10:30	Determinants of NCD-need for a wholistic governmental and societal approach Dr. Cherian Varghese MD., Ph.D. WHO Technical Officer (NCD)		
10:30 to 10:45		Morning Tea/ Snacks	
10:45 to 12:00	Workshop: Country Health Status in terms of NCD (What is the evidence saying) Determinants of NCD Facilitator: Dr. Mabunga/Prof Silva	Workshop: Identification of country initiatives for the prevention of NDC- barriers and challenges	
12:00 to 1:00		Lunch	
1:30 to 3:00	Plenary and Open Forum Panelist: Dr Cherian, Dr. Lorenzo	1:30 to 2:30 Plenary 2:30 to 3:00 How do we deal with these challenges ?	Organizational Meeting Where do we go from here?
3:00 to 3:15		Afternoon tea (Snacks)	
3:15 to 4:30	The health policy framework Prof. Marilyn Lorenzo, DrPh Health Policy	3:15 – 4:15 Workshop From challenges to action plan National and regional initiatives	Workshop Summary Evaluation
4:30 to 5:00	Open forum	4:15 to 5:00 Plenary, Open Forum	
Evening	Early dinner	Socials	

Recommended resource guide: A Primer on Health Policy and How to Influence It

http://www.projectvoice.ca/English/training_intro.html

Costs for participants:

The Costs associated with the course is is approximately **\$200 USD per person for 3 days**. We recommend that participants budget for at least \$300-400 USD. This includes accommodation and meals. The Participants are responsible for all of their air fare and travel expenses from airports, and incidentals such as laundry, personal phone calls and Internet usage.

The accommodation provided will cost \$45 per day and this includes breakfast. Please budget for a 4 day stay depending on flight itinerary.

There will be tours which will be co-ordinated by course organizers to key locations such as Health Promotion department and Anti-tobacco campaign officers in Manila. This will be funded by ECN with arrangements made by course organizers.

Participants are encouraged to secure financial aid from ministries of health, WHO and universities

Visa requirements:

Nationals from most countries do not need a visa for the Philippines if you are staying there for less than 21 days. More details about visa entry requirements for entering the Philippines can be found on http://dfa.gov.ph/?page_id=66.

Registration:

Please download registration form from the APACPH - ECN website (www.apacph.org) and send completed form to Connie Liew by **12 July**.

Connie Liew

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Early Career Network

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