



## **Health Promotion Leadership Training Course in the Western Pacific (PROLEAD)**

### **REPORT**

#### **Introduction**

SEAMEO TROPED Network, the contractual partner, based in 420/6 Rajvithi Road, Bangkok entered into an Agreement for Performance of Work (APW) with World Health Organization (WHO, WPRO), UN Avenue, Manila, Philippines (Annex1).

The APW states that WHO will support the work by providing a maximum amount of USD 70,825.00. SEAMEO TROPED Network was expected to commence the work on 23 March 2004 and be completed by 15 August 2005.

Upon signing of the contract, 50% of the total cost of the APW was paid to the contractual partner.

The detailed statement of the work to be performed is set out below:

1. To pilot test the health promotion leadership training programme for national health promotion managers from China, Fiji, Malaysia, Mongolia, Tonga and the Philippines;
2. To organize three training workshop in July and November 2004 and March 2004 in Manila in coordination with a local training institution and to handle coordination for accommodations, training venues, resource persons, travel and other needs for the training programme;
3. To develop instruments to help participants assess the relevance and effectiveness of the training programme;
4. to submit a report on the results of the pilot training and recommendations on how it can be approved;
5. To disseminate results of this workshop to partners of the health promotion unit and the SEAMEO TROPED Network.

#### **Accomplishments:**

##### **1.1. Objective of the Course**

The course aimed to equip participants with practical skills across five categories (intra-personal qualities, inter-personal qualities, cognitive skills,

communication skills and task specific skills) needed to play sustained, instrumental leadership and management roles with reference to specific challenges of health promotion in the Region. In the end, the participants will be able to pursue a sustained interest to effect significant changes in health promotion strategies in their respective countries.

### **1.2. Schedule of Modules**

The 9-month course on applied leadership and management in health promotion was organized in three separate modules in Manila, Philippines. The first module focused on Leadership and Management organized 26 July-6 August 2004; second module dealt with Change Management and Organizational Development, 15-26 November 2004; and the third was the Project Presentation last 28-29 March 2005.

The detailed schedule for each module is given in Annex 2.

### **1.3. Participation**

A total of 13 fellows from six countries namely China, Fiji, Malaysia, Mongolia, Tonga and the Philippines completed the leadership training. The list of fellows is given in Annex 3.

### **1.4. Projects**

The fellows carried out projects using quality improvement tools introduced during the didactics portion of the course. The projects undertaken aimed to (i) improve an area within the current work context of the fellows; (ii) address a challenge or seize an opportunity; and (iii) advancing health promotion infrastructure and financing in their countries.

The decision to work on certain project was guided by the following:

- project to be conducted should contribute to attainment of national health objective;
- project should look into increasing sources of funds for health promotion;
- project should look at improving organizational practice; and
- project should demonstrate individual leadership and management skills and practices

The projects completed are as follows:

- Development of Health Promotion Foundation in Shanghai, PRC
- Improving Health Promotion Application through Intersectoral Participation in Fiji

- Improving Health Promotion in Mongolia through Good Governance
- Capacity Building for Health Promotion: An On the Job Training Program for the Networking Unit of the National Center for Health Promotion in the Philippines
- Improving “Efficiency and Effectiveness” of Health promotion in Tonga
- Advocacy and Development of Partnership for Malaysian Health Promotion Foundation

Reports of the completed projects were shared during the third module in Manila to WHO, WPRO officials and to the Faculty of the course. Power point presentation of the projects is provided in Annex 4.1.-4.6.

### **1.5. Evaluation of the Course**

A focus group discussion (FGD) was conducted with the participants in addition to an evaluation instruments that they have completed form part of the evaluation of the course.

The FGD findings are summarized below:

- the factors that facilitate learning during the course were the team spirit, interactive process, fellows with different background learning from each other, personality of the fellows, resource persons and invited lecturers, and the topics included in the course;
- the project provided the opportunity to apply the learning, reinforced the problem-solving and learning by doing approach, contributed to the capacity building process and to the satisfaction of the fellows;
- the curriculum was a good mix of didactics and application, with the field visits providing more opportunities to interact with implementers of health promotion (healthy cities) programme;
- fellows feel that PROLEAD can also be applied for a local team (communities, cities)
- PROLEAD can have more impact if undertaken always with WHO even if managed by an academic institution;
- the elements of “successful mentoring” are face-to-face communication, involving the mentor right from the start of the course, and mentors should not be perceived to be very busy by fellows;
- the duration of nine months was perceived to be just right;
- qualities of a person that will benefit more from a PROLEAD type of training include a sense of humour, commitment to health promotion, willingness to learn, with potential to influence and lead changes;

- suggestions to include more case studies and extend number of days of the third module.

A copy of the evaluation instrument is given as Annex 5

## **1.6 Recommendations**

As the contractual partner of this APW, SEAMEO TROPED Network recommends the following:

### 6.1. Administration and Logistics

- fellows should be identified earlier to facilitate the travel arrangements;
- fellows should be reminded of their commitment to attend all three modules once they accepted their nominations to participate;
- increase the number of members of country team for fellows to have more partners/allies when they implement projects and initiate change in their own countries; and
- increase participation of countries;
- more funding support if possible to increase allowance of fellows during the training.

### 6.2. Modules

- more case studies and time for problem-solving;
- increase the time allotted for third module to maximize travel of fellows;
- if possible arrange for teleconference in-between the modules to maintain contact; and
- review modules in relation to the comments derived from the evaluation

6.3. In relation to capacity building, a basic course on health promotion is also deemed important to be provided in the region in consideration of the changing roles and functions of health promotion and in keeping with the agenda for health promotion as defined in 2002 by WPRO.

## **7. Dissemination**

SEAMEO TROPED Network had reported this project in the Southeast Asian Ministers of Education Council Meeting in Hanoi 2005, in the Centre Directors Meeting, July 2005 and included in the Annual Report and Video of the Network for purposes of dissemination.