

AWARENESS-RAISING AND HEALTH PROMOTION WORKSHOP

Rationale

The burden of diabetes is increasing rapidly in lower- and middle- income countries (LMICs). Poorly controlled diabetes can cause life-threatening acute (like diabetic keto-acidosis) and serious chronic complications, including heart attacks and stroke, damage to the kidneys, nerves, and the eyes; the latter causing diabetic retinopathy, one of the leading causes of visual impairment in LMICs.

However, the early effects of diabetes can be asymptomatic, and the development of progressive chronic complications can be slow. This can give the impression that the risk of diabetes is low, with many people with diabetes resistant to change their lifestyle or adhere to medication regimens. Early detection of diabetic retinopathy, for example, can prevent severe visual impairment and blindness.

Raising awareness of the dangers of uncontrolled diabetes is an important way to engage communities and those with diabetes to become active agents in the prevention of complications of diabetes.

What is the course aim?

The Awareness-raising and Health Promotion (AHP) course aims to equip participants with the knowledge and skills to design awareness-raising and health promotion materials for use in awareness-raising and health promotion campaigns. They will also learn how to conceive AHP strategies and develop plans for their successful implementation.

This course will use diabetes and its manifestations as core subject but can be applied to other conditions of public health concern too.

Who can participate?

The Awareness-raising and Health Promotion (AHP) course is targeted for clinical and non-clinical staff responsible for developing and implementing awareness-raising and health promotion campaigns in communities. This may include teams involved in a particular district setting. The course is most suitable for participants working in the health services sector in LMICs.

How is the course structured?

Awareness-raising and Health Promotion (AHP) course is offered in contact mode in 5 days, comprised of a section dealing with the principles and techniques of Awareness-raising and Health Promotion, followed by a session covering “planning an AHP campaign”, and closing with media design and production. Finally, the participants will present their work, which will be appraised and assessed by the course faculty.

PROVISIONAL SESSION TITLES

- A. The burden of disease in LMICs**
- B. Barriers to uptake of health care services**
- C. Introduction to health promotion**
- D. Strategies for awareness-raising**
- E. Communication strategies for AHP**
- F. Planning an AHP campaign**
- G. Implementation of an AHP campaign**
- H. Monitoring and evaluation**
- I. Developing AHP media**
- J. Appraisal and assessment session**

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When is the course offered?

The course is offered twice annually: one starting in April and another in October.

What are the learning outcomes?

- Understand the implications of the burden of disease for people in low- and middle-income countries.
- Understand diabetes, its complications and management strategies
- Understand the barriers that drive the burden of disease for people in low- and middle- income countries.
- Know the principles and techniques of health promotion and be able to apply them in the design of awareness-raising strategies, for use in AHP campaigns.
- Be able to design media to be used in AHP campaigns.

Which teaching methods?

The course will be offered in workshop format, with interactive lectures, demonstrations and practical exercises conducted in groups. Q&A's and case studies will enhance the learning,

Which assessment methods?

Formative assessments take place throughout the course. As this is a vocational training course, the final assessment will be an appraisal of individual and / or groups' media produced, and the plans they developed.

Who offers the course?

The course is offered by the Community Eye Health Institute in the Division of Ophthalmology, Faculty of Health Sciences, at the University of Cape Town, South Africa in partnership with the Kilimanjaro Centre for Community Ophthalmology. The course faculty possess expertise in public health, community eye health, and behavioural science, as well as skills and experience in designing media for information, education, and communication initiatives.

What type of certification?

The course is accredited by the HPCSA, with up to 24 CPD points being available for HPCSA-registered participants. Participants will receive a course completion certificate.

What are the costs involved?

1. Non-South African applicants: \$500.
2. South African HPCSA-registered applicants: R8500.
3. South African, non-HPCSA-registered applicants: R5000.
4. Proof of payment should be sent to cehi@uct.ac.za two weeks before the start of the course.

How does one apply?

Complete the application form by due date clicking here: [SPHS-AHP Workshop application](#). Send email to cehi@uct.ac.za if further information is required.

Presenters and sponsors of the course

