

ADVOCACY AND HEALTH PROMOTION (FOR STRENGTHENED PUBLIC EYE HEALTH SERVICES)

Course overview

Lower- and middle- income countries (LMICs) face many challenges and often bear the heaviest burden of vision loss. In these health systems, where the human and material resources are limited, and people with eye problems face countless barriers to access the services that are available, a variety of stakeholders need to be mobilised to action. Hence, a two-pronged strategy is required:

- To advocate for favourable decisions by policy makers and funders to support the development of improved eye care services, and
- To design and deliver health promotion and – education initiatives that will increase the uptake of services by those dearly needing them.

What is the course purpose?

The course purpose is to provide the participants with the knowledge and skills of advocacy and health promotion to apply in the design of communication strategies for conception, planning and establishment of improved eye care services in LMICs settings.

Who can participate?

The Advocacy & Health Promotion for Strengthened Public Health Services (SPHS-AHP) course is intended for people working in prevention of blindness programmes in low and middle-income countries (LMICs). The course is targeted for clinicians, educators, researchers or programme / project managers, coordinators, and administrators responsible for delivery of public eye health care services in LMICs.

How is the course structured?

The course is delivered during a 5-day workshop in Cape Town, South Africa.

Before the workshop, participants will complete a high-level Health services Report Card assessment, which will be used as baseline information for the advocacy and health promotion practical activities.

During the workshop, participants will be guided to access and utilize the information and resources needed to develop strategies and tools for advocacy and health promotion.

Provisional schedule

Pre-activity	Completion of high-level Health services Report Card (HsRC)
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	Aspects covered
Day 1	What is advocacy? Advocacy planning
Day 2	Situational, problem and stakeholder analysis for Advocacy (using HsRC findings)
Day 3	Communication strategies for advocacy
Day 4	What is health promotion? Communication strategies for health promotion
Day 5	Health promotion planning

Post-activity	Review of participants' advocacy & health promotion strategies
Optional	Assistance & support for marketing of advocacy & health promotion strategies

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Which teaching methods are used?

Faculty engage with participants through didactic lectures to cover the basic principles of the topics. The concepts are elaborated with examples, exercises in groups, discussions, quizzes, and further readings, before participants are required to complete individual “homework” exercises to apply the learnings.

What is the principal output of the training?

The principal outputs of the training are advocacy and health promotion strategies, aligned with organisational strategy and thoroughly appraised for feasibility by peers and faculty. This means that the course is ideal for participants with responsibility to plan and manage real-life advocacy and health promotion projects which they intend to implement.

When is the course offered?

The course is offered in contact mode: 26 February to 01 March 2024 (5 days).

An online, self-administered version of the course will be opened in September 2024.

Which assessment methods?

Participants’ homework is reviewed and with feedback, returned to participants as formative and summative assessments. A short-answer test may be written. An aggregate mark of 50% constitutes successful completion of the course.

Who offers the course?

The course is offered by the Community Eye Health Institute (CEHI) in the Division of Ophthalmology, Faculty of Health Sciences, at the University of Cape Town (UCT), South Africa. The course is taught by a combination of international and local faculty, with expertise in project management, public health, advocacy, health promotion, health professional education and health programme management and leadership.

What type of certification?

After completion of all the course assessments, participants will receive a **Certificate of completion**, from UCT-CEHI. **Continuous Professional Development** (CPD) points are available for fee-paying participants, if required.

What are the costs involved?

1. The Pre-activity phase of the course is free.
2. To complete the full contact course, a total fee of \$500 is payable. A 20% reduction of fees is applicable if more than 2 applicants enrol from the same (fee-paying) organisation.
3. No course fee is charged for the online version of the course.
4. The course workbook is included in the fee for paying participants but will cost \$50 for non-paying participants.
5. Costs of travel to and from Cape Town, accommodation and meals may apply.

The training venue is situated at UCT-CEHI, H53, Old Main Building, Groote Schuur Hospital, Main Road, OBSERVATORY in Cape Town, South Africa.

How can I apply?

Complete the embedded Feedback form on <https://health.uct.ac.za/cehi/education/strengthening-public-eye-health-services-sphs-training-offered>, with comments and submit. You will be provided the required information and a link for application.