Courses and Training Workshops

by the

Center for Public Health Practice

Center for Public Health Practice - CPHP

Faculty of Health Sciences

American University of Beirut

Last updated in October 2018

Background

This document describes the capacity building component of the Center for Public Health Practice (CPHP) in the Faculty of Health Sciences (FHS) at the American University of Beirut (AUB). The courses and workshops offered by CPHP are in the form of short executive courses/training opportunities in Arabic/English/Anglo-Arabic in the MENA region. The document provides a comprehensive background on the training capabilities and examples of successful capacity building programs by the Center for Public Health Practice (CPHP) of the Faculty of Health Sciences (FHS).

Owing to its participatory and collegial team, today, CPHP continues to lead in capacity building programs in Lebanon and the Arab region. For the past five years, the center has developed and implemented several training programs and projects that were capacity-building initiatives. Some of those include a set of skills building and peer education programs in Iraq for Iraqi youth, training on Social and behavior change communication (SBCC), workshops on management skills and community mobilization, fundraising, data analysis and management, data manipulation, as well as courses on Public Health in Complex Emergencies. Most of the above capacity building initiatives were implemented jointly with international organizations, UN agencies and NGOs. In designing, delivering, and evaluating these workshops, CPHP relies on a rich pool of technical human resources within FHS, the larger AUB and external consultants who are deeply involved in all stages of work. The trainings are all based on adult learning principles that encompass experiential learning and include interactive training methodologies and techniques

Workshops and courses offered

1. Health promotion and community health

» Social Behavior Change Communication

A ten-day workshop that introduces learners to Social Behavior Change Communication (SBCC) approach to promote various desired behaviors using contextually appropriate, culture- specific and audience-targeted communication strategies.

During the workshop participants will develop an understanding of SBCC-related theories and models, and will acquire skills in planning SBCC programs using evidence & research in addition to developing communication materials in a creative manner, and finally to monitor and evaluate their programs.

(This workshop can be reduced to 5 days, depending on the learning outcomes and level of participants or the it can be divided into mini workshops on each phase).

» Interpersonal Communication skills (IPC) & Community Mobilization for outreach workers

A 5-day workshop that provides learners with the knowledge & skills needed by fieldworkers to succeed in their IPC activities. It allows learners to adopt a systematic methodology in IPC for behavior change.

During the workshop, learners will utilize verbal and nonverbal communication skills and understand the barriers and obstacles to effective speaking, listening, persuasion and negotiation skills. Learners will design, implement & evaluate behavior change awareness sessions and home visits in the community using the GATHER approach. They will also undertake power and catchment area mapping, and develop a set of tailored intervention activities to influence key influencers.

» Social Marketing

A three-day workshop designed to provide learners with an overview of the basic principles, practices, and outcomes in Social Marketing applied to health promotion, public health, as well as social and behavior change. It allows learners to understand how Social Marketing can be applied to various public health issues, and explores innovative approaches to social marketing in the areas of mobile and social media, branding and brand research.

» Communication

A three-day workshop where learners go through the fundamentals of communication in the context of their work within their organizations. The workshop covers communication strategy, tactics, content and message development, as well as media channels and their usages. At the end of the workshop, the learners are able to make use of sound communication principles in service of their strategy and mission.

» Introduction to Advocacy

A three- day workshop that introduces learners to the basics of advocacy including an overview of advocacy concepts and the role of different stakeholders in advocacy.

During this workshop, learners demonstrate skills for developing an advocacy plan for the organizations that is supported by research and focused on influencing policy and decision making using different types of advocacy tools. It also offers guidance on the different ways for working with the media.

» Introduction to Monitoring & Evaluation

A five-day workshop that offers a comprehensive, hands-on guide to current approaches and tools for measuring project progress and results. It introduces learners to the basics of M&E, Theories of Change and results frameworks in preparation for M&E. It trains them on planning and collecting data for measuring results. It develops their skills for interpreting data, planning and managing an external evaluation, and understanding how to effectively communicate findings from M&E to a variety of interested parties.

2. Research methods, demography & population health

» Introduction to Public Health

A one and half-day workshop that focuses on the definition of public health, its importance, related indicators and the social determinants that affect it. It helps the learners to understand the link between development and population health. The importance of this workshop is that it builds on concrete examples of health issues that have already been dealt with in the media and gives trainees the opportunity to conduct constructive criticism and propose more efficient and credible alternative treatment. It also takes into consideration the ethical and professional dimensions of dealing with sensitive issues and respecting privacy and confidentiality in analyzing data and information.

» Data Management, manipulation and quantitative analysis

A five-day workshop that introduces learners to (i) intermediate data management techniques and (ii) descriptive and inferential statistics. It familiarizes learners with basic statistical theory, and application of statistical methods on Excel, SPSS and Stata.

» Qualitative Analysis

A two-day workshop that covers the philosophical underpinnings of qualitative methodologies and provides learners with an overview of qualitative research methods used in public health. It introduces learners to the in-depth evaluation of a research question that can't be answered through the use of numbers. It also covers the methods of research used to determine the how and why of behaviors and decisions as well as to explore people's beliefs and attitudes.

» Demography and Population Projections

A two-day workshop introducing learners to the basic concepts of demography and the statistical study of human populations. It introduces them to the (i) main sources of data that are used for demographic estimation and summarizes their advantages and disadvantages, (ii) the components of demographic change: fertility, mortality and migration. It also discusses the key measures of fertility and mortality needed to implement a basic population projection model for a population that is closed to migration. It also covers some of the basic principles of cause of death reporting.

» Policy-Related Health System Research and Analysis

A three-day workshop that aims to raise the understanding of learners on evidence-informed policymaking and Health Policy and Systems Research and their value. It provides an overview of evidence-informed policymaking including why evidence-informed policymaking matters, what constitutes evidence, how to package and communicate evidence to policymakers and where to access evidence. The workshop also gives an overview of Health Policy and Systems Research including its definition and its key elements. It provides learners with some key databases that can help readers access and find research evidence on policy issues.

3. Health Management

» Program Planning in Public Health Using Evidence to Enhance Effectiveness.

A 5-day workshop offers learners a comprehensive approach on how to use evidence in program development, more specifically, in the assessment, prioritization, planning, implementation and evaluation. It highlights the linkages between data systems and program initiatives, learners will learn how to access and interpret existing evidence, and how to utilize this evidence to develop effective program plans.

» Strategic Planning in Health Management

This course imparts to healthcare leaders the skills needed to develop strategic plans to position their organization for long-term success. It focuses on the management framework for identifying, communicating, crafting, and managing strategic goals throughout a healthcare organization. It sheds the light on practical elements related to the usage of Results Based Management to translate the Strategy into an action plan. It allows learners to develop SWOT analysis and action plans based on set priorities.

» Health Economics

This course introduces learners to the methods of applying the principles of microeconomics and macroeconomics to the health field, utilizing the techniques of microeconomics to the study of prices and markets in the health field, and developing competence in cost effectiveness, cost benefit and utility analysis.

» Costing

This course aims at introducing the key elements contributing to health care costs. It also covers basic accounting concepts and financial management techniques such as cost allocation, time value of money, pricing and service decisions, and budgeting that are most critical to managerial decision making within healthcare organizations.

» Cost Containment

This course introduces learners to various health plans and reimbursement schemes that have been proposed to curtail the rise in health cost. It also discusses access, efficiency, cost-effectiveness and equity as being the driving forces behind the policy debates into cost-containment.

» Health Efficiency

This course focuses on ways and means to make efficient use of available resources to improve access and delivery of health care at the national and local levels. It shall examine alternative approaches to managerial and resources management, mobilization and allocation leading to improved performance, efficient use of resources and reduction in cost and spending.

» Health Financing

The course discusses the different sources of financing health care and focuses on the role of the government in raising funds through taxes and social security, and in regulating public and private insurance. It discusses the various implications of financing policies on equity, efficiency and financial protection.

» Health Research Methods

This course presents an overview of the principles of quantitative and qualitative research methods aimed at imparting some practical research skills. By becoming familiar with the research process, learners are equipped to critically appraise published research and communicate their research findings.

» Health Project Management

This course exposes learners to current project management trends, best practices, and strategies (planning, organizing and managing resources) that can aid in better management of projects and programs in health care settings. It focuses on new project management tools, better project governance, improved collaboration with stakeholders, information reporting using metrics, key performance indicators (KPIs) and dashboards.

» Knowledge and Change Management

This course acquaints learners with evidence-based approaches in health care organizations including how information and knowledge can cure organizational ills and dysfunctions and how to gain competitive advantage with evidence. It covers decision-making models and challenges of why leaders and managers do not use evidence in making decisions.

4. Other workshops of relevance

» Introduction to Fundraising

A three-day workshop, where learners strengthen their understanding of the many dimensions of the work involved in raising funds for their organizations. The workshop covers the basics of the fundraising cycle, an overview of the landscape of donors (institutional, foundations, individuals) and fundraising techniques (grants, online, individual etc.). Learners gain a clear understanding of the link between fundraising and communication, and between fundraising and good internal capacity to manage new funding. They also receive guidance on proposal writing.

(We offer more advanced workshop on advocacy fundraising for learners who, after finishing the introduction, want to deepen their knowledge of one or other aspect of the topic)

» Training of Trainers

A 10-day workshop where learners are introduced to the general principles and concepts in the design, planning, implementation, and evaluation of training workshops. During the workshop, learners are introduced to adult learning principles and experiential learning.

Participants will practice delivery through several rounds of short presentations and training sessions. Participants will learn how to use advanced training aides and tools including case studies, role-plays, surveys, self-assessments, and Audio/Visual tools.

Scope of work/Methodology

1. Approach

The workshops are mainly interactive, allowing participants to draw from their own experiences. Participants are expected to engage actively in the discussions and exercises. Our workshops follow participant-centered participatory approaches, namely appreciative inquiry and experiential learning. The training workshops will pursue learning-by-doing approach and will require participants to work individually and in teams.

2. Activities

Capacity building programs entail a large number of coordination and technical activities and tasks including the following:

» **Meetings** with our partners and trainers to discuss the deliverables and progress,

» **Assessment of the needs** of potential participants through an online survey (designed on KOBO toolbox in both English and Arabic),

» **Developing reference material**

» **Tailoring** training syllabi, agenda, pre-post tests, training curriculum & training material (exercises, cases studies and presentations) based on the perceived needs of the participants from the survey,

» **Implementing** the modules by experienced facilitators/trainers based on the previously mentioned approach

» **Providing** post-workshop advisory services on a needs basis

» **Drafting** program's final report which is a comprehensive report to document the project's process, results and outcomes in addition to challenges, lessons learned and success stories.

3. Training Evaluation

» **Evaluation of acquired knowledge:** A test at the beginning of the program (pre-test) and another at its conclusion (post- test) will be given to the participants to measure the change in knowledge at the individual and cumulative levels.

» **Evaluation of workshop:** A workshop evaluation form is administered at the end of each module to assess participants' satisfaction with the training sessions, trainers, and other training components.

» **Long-term evaluation of training outcomes:** It is advisable that partners allocate funds to allow an evaluation of the outcomes of the training after 6 months or 1 year of the capacity building program. This type of evaluation will inform stakeholders on the ability of trainees to use and implement knowledge and skills acquired during the training to their daily tasks.

4. Advisory and mentorship services

After the delivery of the workshops, the facilitators are usually available for a certain period to receive questions and inquiries from the learners regarding difficulties that might arise while applying the skills acquired in their day-to-day activities. The facilitators answer and advise the learners during this period through skype, e-mail or face-to-face.

Facilitators

Our pool of facilitators includes multidisciplinary faculty members and experts with proven leadership in the fields of health management, health policy, health systems performance, epidemiology, biostatistics, population health, behavior and social change communication, and health promotion. Moreover, facilitators have a track record in teaching, research and practice in these fields, with extensive experience in collaborating with UN agencies, ministries and local and international NGOs in the MENA region.

For more information

Faculty of Health Sciences

Center For Public Health Practice | CPHP

American University of Beirut

Ms. Joumana Kalot

jk52@aub.edu.lb

Tel: (O) +961-1-350000 (ext. 4657)

(M) +961- 3 921135