

PROPOSAL
FOR
COMMUNICATION IN PUBLIC HEALTH

under

e-INTERNATIONAL PUBLIC HEALTH MANAGEMENT DEVELOPMENT PROGRAM
ONLINE COURSE



**Department of Community Medicine and School of Public Health,
Post Graduate Institute of Medical Education and Research (PGIMER), Chandigarh**

1. Preamble/justification

Communication is one of the management competencies which is absolutely essential for a good manager for enhancing the performance and productivity of organizations. The quality of managerial decisions depends upon the quality of communication. The effective health communication is very important for an organization and an individual for their empowerment and effective decision making. Further, the decisions and plans of the management need to be communicated to the subordinates. Without effective communication, it may not be possible to establish rapport with the co-workers and colleagues. The impactful communication has been found to be an important tool for wider circulation of information and decision making, proper implementation of plans and policies of the management. This course is developed to equip the participants with the principles of effective communication, skills required for interpersonal communication, and effective planning of a communication strategy.

2. Goals and Objective

Goal

The main goal of this course is to help you improve communication skills and competencies of participant for rapport building and effective decision making.

Objectives

1. To build capacity of public health professionals with the principles of effective communication
2. To illustrate with relevant context-specific case studies, how communication can improve the overall competitiveness within and outside the organizations.
3. To equip participants with skills and working on communication strategies for effective decision making.

3. Core Faculty for the Course

S. No.	Faculty	Designation	Institute
1.	Dr. Sonu Goel	Professor	PGIMER, Chandigarh
2.	Dr. Rajni Bagga	Professor	NIHFW, New Delhi
3.	Dr. Ravneet Kaur	Associate Professor	AIIMS, New Delhi

4. Course duration

The total duration of course is **1 week (6/ September/2021- 10/ September/ 21)**

5. Course Curriculum and schedule

Day	Time	Methodology
Day1	2:30 PM -4:00 PM	<ul style="list-style-type: none">• Inauguration and Pre-test• Lectures 1 and 2• Short Assignment (with discussion)-1• Sharing resource material to the participants• Announcing social media contest
Day 2	2:30 PM -4:00 PM	<ul style="list-style-type: none">• Lecture 3• Short Assignment (with discussion)-2• Video/ Quiz based learning• Lecture-4- Case study/ Best Case Practice development
Day 3	Home Based Assignment	Working on Case study
Day 4	2:30 PM -4:00 PM	Presentation of Case study
Day 5	2:30 PM -4:00 PM	<ul style="list-style-type: none">• Live discussion with Faculty• Post Test• Feedback• Valedictory Ceremony (Certificate distribution of participants/ winner of case study and social media contest)

6. Course Teaching & Delivery Methodology

- The course will be hosted and delivered online by Department of Community Medicine & School of Public Health, PGIMER.
- 100% online: Start instantly and learn at flexible schedule.
- Freely accessible essential and recommended readings.
- Teaching Methodology: Multi-pronged adult learning pedagogy, video lectures, reading material, live interactive sessions

7. Registration

It will be done online at the web link provided.

8. Seats for the said course

Upto 300 participants

9. Target audience

Essential Qualification- Graduates and above

Desirable Qualification- Working in health care program/ projects.

This course will target public health professionals, students, implementers, academicians, social workers and people from other backgrounds who want to contribute towards public health.

10. Age Limit

No upper age limit for the said course.

11. Course Outcome

Benefit to the Participants

1. Develop communication and advocacy skills
2. Learn application of interpersonal communication skills for successfully managing projects.
3. Enhance performance by building communication strategy and strengthening the organisation.
4. Develop in-depth understanding of effective communication for public health advocacy and dissemination.

Benefits to Organization

1. Improved managerial capabilities for dealing with public health management challenges.
2. Overall increased performance and productivity of organizations in attaining top ranked position.

12. Course Certification

A certificate of successful completion of course will be awarded at the end of the course.

13. Prior experience of conducting the program

Department of Community Medicine & School of Public Health, Post Graduate Institute of Medical Education and Research, India has been conducting a 5 to 10 day “**International Public Health Management Development Program**” (IPHMDP). The program will impart the skills required to effectively manage the existing and emerging public health challenges and in-turn enhance the capacity of the public health managerial workforce. Till now we have conducted seven physical programs in **May 2016, December, 2016, February 2017, December 2017,**

March 2018 ,March 2019 and. March 2020 and 4 online E ITEC courses These program is entirely on **No- Profit Basis** and **first of its kind in the country** being conducted in government set-up in order to enhance management competencies which are absolutely essential for a good manager for improving the performance and productivity of organizations. The institute has been conducting several capacity building programs from last many years for national and international participants in collaboration with lead institutes and organizations (**Annexure-1, 2 and 3**).

The last programs (series of 3 online courses) was on ‘Managing COVID 19 pandemic- Experiences and Best Practices of India’ and 8th IPHMDP was sponsored by Ministry of External Affairs which has received huge response in terms of applications from ITEC countries

Annexure ‘1’

Prior Experience of Program Director

Dr. Sonu Goel, Program Director of International Public Health Management Development Program is a medical doctor and specializes in PUBLIC HEALTH. He had done his MBBS and Post-graduation in public health from Indira Gandhi Medical College, Shimla. He is currently Associate Professor in School of Public Health. He has over 18 years of rich experience in the field. He has written around 100 papers in national and international journals and authored

2 books-one of which by Elsevier's- 'Hospital Administration-a problem solving approach' is among the hot-selling books in India. Besides this, he had authored over 35 chapters in several books. He received fellowships of three prestigious associations (Indian Public Health Association, Indian Association of Preventive and Social Medicine, and International Medical Science Association) and MNAMS, which is very unusual for a young faculty of his age. He is also an alumnus of John Hopkins School of Public Health, Baltimore, US and Maastricht University, The Netherlands.

Dr. Goel has a vast experience of teaching public health management and has been actively involved in designing and implementation various courses for last 7 years. He had attended 4 UNION IMDPs viz. CML, PM, BFM, and MOM between years 2009 till 2011. Additionally, he had also participated in many technical courses including Operational Research course. Currently, he is supporting UNION's technical courses and SORT-IT (South Asia Operational Research course) as external resource person for the last 4 years. He is working closely with UNION, South East Asia office on other issues like supporting UNION's grantee for capacity building of stakeholders; and monitoring and evaluation of tobacco, TB-Tobacco and lung health issues (m-health in pneumonia). He has a vivid experience of conducting trainings in liaison with various international and national organisation and agencies. He conceived as new model namely '**PGIMER-The Union OR model**' in 2014. This partly funded five and half days course was exclusively focused on research needs in tobacco control. He has a rich academic background in Public health management and is the reviewer of many journals of repute including WHO Bulletin, International Journal of Tuberculosis and Lung Disease; Public Health Action; Indian Journal of Public Health; Indian Journal of Community Medicine among many. He is member of many national and international scientific bodies. At this young age, he had completed more than 30 projects independently with almost 10 national and international organizations.

Annexure '2'

Organizational Capacity

PGIMER, Chandigarh:

The Postgraduate Institute of Medical Education and Research (PGIMER) is based in Chandigarh and was established in 1962 by then Prime Minister of India, Pt. Jawahar Lal Nehru. It was declared as an "Institute of National Importance" by an Act of Parliament of India on 1st April

1967 and is currently an autonomous body functioning directly under the Ministry of Health and Family Welfare, Government of India. PGIMER has almost all specialities and super-specialities departments. PGIMER has completed over 1000 research projects and more than 500 research articles are published every year in national and international indexed journals.

The Department of Community Medicine was instituted in 1977 with the purpose of developing effective models of health service delivery for rural communities and for providing community health orientation to public health professionals. To address emerging challenges in public health education and research, the Department was upgraded to School of Public Health (SPH) in the Tenth Five Year Plan of India (2002-06). It has a WHO supported Learning Resource Centre within the premises. SPH also offers regular PhD, MD, Post Graduate Diploma in Public Health Management (PGDPHM), and Master of Public Health (MPH), along with various short-term courses in areas of epidemiology, health management, health promotion, communicable and non-communicable diseases. SPH is also involved in several research projects in collaboration with national and international organizations and state governments. Each year nearly 45 training programs are conducted with an average attendance of 30 participants per course. Department also works in coordination with several leading national and international agencies such as DBT, ICMR, WHO, UNICEF, UNFPA, DFID, MOH&FW, and MOE&F that financially support research and training projects covering most public health areas

Annexure-‘3’

Executive Summary of 8th International Public Health Management Development Program (IPHMDP)

Achieving universal health coverage by 2030 requires positioning qualified and skilled public health professionals, especially from developing countries and continents (India and other

developing nations alike), who can plan, implement and monitor national health programmes and public health initiatives in order to improve performance of health care delivery system. Further, it is documented that Sustainable Development Goals (SDG) cannot be achieved without addressing availability and distribution of trained public health management officials. The available literature has cited that health initiatives in developing countries often fail because of lack of managerial competence.

In this context, an **International Public Health Management Development Program (IPHMDP)** was conceptualized in 2016 by School of Public Health and Department of Community Medicine which aims at enhancing the skills and competencies of middle and senior level program managers for strengthening efficiency of organizations in resource limited settings. In this well-ordered series, a five day **8th IPHMDP** was organized by Department of Community Medicine and School of Public Health, PGIMER, Chandigarh from 22nd -26th March 2021. The program was fully sponsored by Ministry of External Affairs, Government of India under Indian Technical and Economic Cooperation (ITEC) Scheme. In this program, a total of 104 participants from 33 countries namely Afghanistan, Argentina, Azarbaijan, Baharain, Bangladesh, Bhutan, Bolivia, Combodia, Chile, Egypt, Ethopia, Indonesia, , Kingdom of Eswatini, Maldives, Morrocco, Nepal, Nigeria, Sudan, Tanzania, Trinidad and Tobaggo, Tunisia, New Guinea, Somalia, St. Kittes and Nevis participated.

The current program is '**first of its kind**' public health management program in the country which endeavours to boost skills and competencies of public health professional for addressing local public health challenges and increase competency of organizations. The modules covered during this comprehensive program were health system strengthening, introduction to public health management, management and leadership in Public health, project/ program planning, organisational behaviour, Human resource management, supply chain management, quality management, and monitoring and evaluation.

In order to ensure the application of learning during the program, every participant has submitted an '**Action Plan**' after completion of the program, in which they prioritised the areas (from the program) of implementation in their respective organization. The **key highlights** of the program were; its design which focused on learning through a mix of traditional formal learning methods (lecture, power point presentations, case studies) and informal learning methods (role plays, exercises, real case scenarios, management games and videos); its concept wherein focus was on application based learning in which the participants prepared an action plan during the program for their organization (to be implemented within 3 months); and facilitation by an elite panel of experts and facilitators from lead academic and management institutes of the country.

‘IPHMDP Contests’ was also organized during the program wherein various awards pertaining to different activities viz., most active social media participant, most participatory participant, best selfie and tag line, best logo representing the program, voracious reader, best cultural performer and best logo were honoured during the ‘valedictory ceremony’ of the program. The active participation by delegates was ensured by presentation of the reflection of key concepts/teaching of previous day, participation in IPHMDP contest, management games/ energisers in between the sessions.

Beside academics, we provided a platform for **‘cross-cultural learning’** through hosting a cultural event, where participants got a chance to represent their cultural ethos. Participants interacted informally with each other which actually helped in peer learning and developing network for future endeavours. Every day, few participants were also given opportunity to present daily recap of the event on preceding day. We also ensured to provide best resource material to participants, which will help them to design similar program in their country. All the activities during the program were actively uploaded on the IPHMDP Facebook page and Twitter page with appropriate hash tags social media (eg. #ITECNetwork, #MEA_INDIA #MOHFW_INDIA, #IPHMDP #PGIMER etc). A parallel e- mail account and whatsapp group was also maintained by the organizers to keep the participants updated (on daily basis) and to provide them assistance during the program.

During the program, the participants appreciated the overall quality of training along with the mixed teaching methodology. They felt that it was a wonderful experience with a blend of learning, through various teaching methods which they can apply in their organization. They revealed that the program was well planned, organized, managed and full of knowledge which can be truly implemented in their settings and across different organizations. They expressed their willingness to scale up the program in their respective organizations and countries.