

## **EXAMINABLE AREAS FOR BSC HEALTH PROMOTION**

### **A. APPLYING THE PRINCIPLES, STRATEGIES AND VALUES THAT INFORM HEALTH EDUCATION ACTIVITIES**

1. Identify and select appropriate health education methods when giving health talk
2. Prepare and conduct a health education session by following the steps involved in giving a health talk.
3. Conduct patient education activities to encourage changes in lifestyle to support recovery.
4. Identify, select, and use appropriate health education materials in disease prevention and health promotion.
5. Classify health education materials into printed, visual aids, audio, and audio-visual materials.
6. Apply the knowledge of health and its determinants to improve the wellbeing of people and the community.

### **B. APPLYING EFFECTIVE COMMUNICATION PRINCIPLES AND METHODS/APPROACHES**

1. Assess the literacy of the population/community served
2. Communicate effectively with individuals, families, groups, communities and colleagues using all communication methods appropriately
3. Interpret information for professional, nonprofessional and community audiences.
4. Give presentations on health promotion programmes or topics at workshops or meetings
5. Select and use appropriate methods/approaches for disseminating health information and data
6. Facilitates communication among individuals, groups, and organisations
7. Communicate information/messages to influence behaviour change
8. Use current technology to communicate effectively
9. Distribute communication materials and ensure their effective use
10. Create demand for health care services and health promoting activities in the communities
11. Write reports for a variety of audiences and purposes

### **C. APPLYING THE PRINCIPLES AND STEPS INVOLVED IN COMMUNITY ENTRY**

1. Gather background information about the community
2. Schedule visits to the community and notify community leaders
3. Use appropriate channels to reach community leaders, chiefs/elders
4. Introduce yourself and inform community leaders about your mission/purpose
5. Seek for permission and support for your activity(ies)
6. Establish access to the community
7. Exit community using approved processes

### **D. UNDERTAKING A HEALTH NEEDS ASSESSMENT OF A POPULATION**

1. Recognize that a health concern or issue exists

2. Locate, retrieve and analyze relevant literature/information about the health issue
3. Collect relevant qualitative and quantitative data about the health issue using appropriate data collection tool(s)
4. Identify behavioural, environmental and social factors contributing to the particular health issue
5. Involve community members and stakeholders in the needs assessment process
6. Analyze the information/data to determine the priority problem
7. Recommend specific actions based on the analysis of the information

#### **E. ESTABLISHING EFFECTIVE PARTNERSHIP AND COLLABORATIVE WORKING RELATIONSHIPS**

1. Identify partners within and outside the health sector that could determine or enhance the success of health promotion effort
2. Establish appropriate partnerships within and outside the health sector
3. Establish and maintain effective communication and good working relationships with staff, clients and partners
4. Liaise with other units, groups, individuals and agencies in the district who are stakeholders in health.
5. Collaborate with the relevant Ministries, Departments and Agencies (MDAs) through the Heads of Department in the development of Health Promotion programmes
6. Sustain intra-unit and inter-sectorial collaboration through joint planning and implementation of mutual programmes.

#### **F. DEVELOPING A COMMUNICATION STRATEGY**

1. Identify key audiences/target group that should be reached
2. Determine their communication needs and habits
3. Identify and select appropriate channels of communication
4. Develop appropriate audio/visual and audio-visual communication materials
5. Use multiple channels to deliver the information/message to the audience
6. Monitor and evaluate if suggested actions have been taken by the audience/target group

#### **G. PLANNING AND IMPLEMENTING HEALTH PROMOTION PROGRAMMES IN IDENTIFIED SETTINGS**

1. Plan a comprehensive health promotion intervention to address a priority health problem in a population or setting based on an appropriate needs assessment
2. Formulate appropriate, realistic and measurable program goal and objectives
3. Select appropriate (proven/best practice) mix of strategies to achieve objectives
4. Identify resources (skills, personnel, partner contributions, money) available/necessary to develop, implement and evaluate a sustainable program
5. Develop a logical, sequenced and sustainable health programme based on theory
6. Develop an effective action plan for the proposed programme
7. Develop a sound and adequate budget for the proposed programme
8. Implement the programme as planned

## **H. DEVELOPING AND IMPLEMENTING MENTAL HEALTH PREVENTION AND PROMOTION PROGRAMMES**

1. Identify a population with a mental health need
2. Assess key determinants of mental health in a population.
3. Identify common mental health disorders in a community/population
4. Identify, select and use different strategies to promote mental health among individuals, groups and communities
5. Collaborate with mental health officers to implement strategies for the prevention of mental health disorders in a population/community

## **I. MOBILIZE RESOURCES FOR HEALTH PROMOTION PROGRAMMES**

1. Identify sources of funding (public and private) health promotion programmes
2. Mobilize resources for health promotion interventions.
3. Identify the biggest aid spenders in Ghana both international and locally.
4. Plan and write a grant proposal using the basic components of a grant proposal.

## **J. USING ADVOCACY AND MEDIATION TO IMPROVE THE HEALTH OF THE PEOPLE AND THE COMMUNITY**

1. Identify health issues for advocacy
2. Identify and engage multi-level and multi-sectoral partners
3. Advocate for healthy public policies and services that promote and protect the health and well-being of individuals and communities.
4. Mediate between differing interests in the pursuit of health and well-being, and facilitate the allocation of resources.

## **K. USING SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION TO IMPROVE THE HEALTH AND WELL-BEING OF A POPULATION**

1. Conduct a situation analysis of a health issue and identify the aspect of the issue that can be addressed through communication
2. Identify the primary audience and other audience who can influence the behaviour of the primary audience
3. Develop a profile, or description, of each audience segment to help you develop effective messages and materials later
4. Identify and select which communication channels to use
5. Formulate SMART communication and behaviour change objectives
6. Develop and tailor messages to the audience's stage of behaviour change
7. Design and pre-test the communication materials such as a flyer, brochure or poster with audience members
8. Distribute the communication materials to the audience members
9. Monitor and evaluate the efforts for outcomes/impact

## **L. USE ASSESSMENT DATA FROM THE COMMUNITY TO PLAN INTERVENTIONS USING HEALTH PROMOTION STRATEGIES.**

1. Contribute to the development of the district's strategic plan and budget.
2. Work well with others, in a range of roles and contexts.
3. Systematically gather and use evidence to guide health promotion practice.

4. Build the capacity of staff at the sub-district level, communities and organizations with whom you work with.

#### **M. DEVELOP A MONITORING AND EVALUATION CHECKLIST FOR HEALTH PROMOTION PROGRAMMES.**

1. Develop monitoring and evaluation indicators for health promotion programmes
2. Develop a monitoring and evaluation tool for health promotion programmes.
3. Monitor, evaluate and prepare reports on implemented health promotion activities.
4. Monitor Health Promotion programmes using DHIMS 2.
5. Write reports using DHIMS 2 on the performance of districts.
6. Develop and deliver PowerPoint presentations during district health management reviews.