

Provide Technical and Logistical Support for the Implementation of Polio/RI Communications' Training Needs Assessment in Iraq

Project Information

- ◆ Department: Public Health Programs
- ◆ Unit: Polio and Immunization

SCOPE OF WORK

The main objective of this project is to determine the training needs for public health managers and staff at central, provincial and district levels who are involved in the delivery of primary care services. This is a strategic objective of the Expanded Program on Immunization (EPI) communications strategy.

BENEFICIARIES

The project's main beneficiaries are Healthcare Workers (HCWs), EPI Managers and Deputy Managers, Primary Healthcare Centers, and Districts Focal Points.

REGIONS OF WORK

This project is being implemented in 19 provinces in Iraq.

PROJECT DESCRIPTION

This project is a capacity building program on mass media and social media, with prioritization and focus on immunization. The core competencies of the human resources involved in the provision of primary health services in relation to health communication will be assessed. Additionally, competency prioritization will be performed based on a stratified assessment methodology including high and middle-level managers, primary health care first responders, Primary Health Care (PHC) programs' health facilities' and field teams' staff.

The overall training needs of the target audiences will be based on a combined analysis of both core competencies and stratified assessment to best serve the Polio/RI programmatic objectives in Iraq. The implementation of this project is under the leadership of MOH in coordination with relevant stakeholders, mainly the MOH provinces health offices and country offices of WHO and UNICEF. Both UN organizations have been involved in the EPI communication strategy development and MOH's consequent planning.

Project Start and End Date	October 1st, 2019 – April 30th, 2021
Partner Organizations	World Health Organization -Iraq, United Nations International Children's Emergency Fund (UNICEF)-Iraq
Funded by	Centers for Disease Control and Prevention (CDC)
Collaborators	Ministry of Health, Iraq; WHO; UNICEF

PROJECT PHASES

This project main phases are:

- Phase I – Preparatory: GHD, MOH Iraq officials and in-country partners (WHO and UNICEF) met to agree on the methodology of the training needs assessment. Hence, the Communications’ Training Needs Assessment protocol was developed and approved to start the field work.
- Phase II – Data Collection: Conducting the needs assessment through data collection using qualitative and quantitative data collection tools including a small-scale survey in six selected provinces representing different parts of Iraq. A questionnaire was sent to a sample of healthcare workers working in the vaccination area and representing all levels of the health system in the provinces: the DOH, district and PHC levels. In addition to Focus Group Discussion (FGD) as well as desk review of available relevant documents to capture the training needs of the health staff.
- Phase III – Dissemination: Presenting the assessment findings and develop the training workplan.
- Phase IV – Curriculum Update and Dissemination: GHD reviewed and updated the Interpersonal Communication for Immunization training curriculum and other training materials to be shared with MoH Iraq.
- Phase V – Implementation: Conduct Training of Trainers (TOT) workshop on Interpersonal Communication for Immunization for provincial and central level representatives followed by sub-national training for the district’s focal points.



Currently . . .

In 2018, Iraqi MOH with the support of GHD issued the third strategic objective of the Expanded Program on Immunization (EPI) communications strategy. The training needs' assessment responds to a corresponding specific objective of this strategy. Accordingly, a capacity building program on mass media and social media, with more focus on immunization, is to be prioritized.

What's next . . .

This project will be implemented to determine the training needs for public health managers and staff at central, provincial and district levels who are involved in the delivery of primary care services. Identifying the needs will assist in designing training materials and will contribute to building their capacities, accordingly. As a result, the improvement in knowledge about communication for immunization among the national trainers aims at increasing demand for vaccination.

OUTCOMES BY NUMBERS

31 participants; **25** participants representing the **19** provinces of Iraq and **6** participants from the central level trained as master trainers on the Interpersonal Communication for Immunization TOT.

- **100** districts focal points in four selected priority provinces attending a consequent sub-national training on Interpersonal Communication for Immunization.

- **10** HCWs from the DOH, district and the PHC participated in the FGD.

- **6** provinces represented different parts of Iraq in needs' assessment data collection.

- At least **50%** improvement in knowledge among the national trainers about communication for immunization to increase demand for vaccination.

- At least **50%** qualified trainees as national trainers on communication for immunization.

GHD and EMPHNET: Working together for better health

Global Health Development (GHD) is a regional initiative created to support countries in the Eastern Mediterranean Region strengthen their health systems in response to public health challenges and threats. GHD was initiated to advance the work of the Eastern Mediterranean Public Health Network (EMPHNET) by building coordination mechanisms with Ministries of Health, International Organizations, and other institutions to improve population health outcomes. As an implementing arm to EMPHNET, GHD aligns its strategies with national policies and directions, while serving as a collaborative platform dedicated to support national efforts in promoting public health policies, strategic planning, sustainable financing, resource mobilization, public health programs, and other related services.

▪ 42 Abdallah Ben Abbas Street, Shmeisani, Amman, Jordan ▪ Tel: +962-6-5519962 ▪ Fax: +962-6-5519963 ▪ www.emphnet.net



/EMPHNET



@ghdemphnet



@EMPHNET



/company/emphnet



GHD EMPHNET