

Regional Workshop

"Planning for Effective Communication Strategies to Improve Nutrition Programmes"

Beirut, Lebanon from 19 to 23 December 2010

Workshop Syllabus

Course Introduction:

The goal of this course is to improve and strengthen National nutrition communication strategies in Eastern Mediterranean Region through an introduction and explanation of the main concepts in nutrition communication planning. The course aims to familiarize those working in the field of nutrition communication with the broad conceptual framework for constructing nutrition communication plans and provides methods for the evaluation and monitoring of new and existing national nutrition communication programmes.

Course Goal:

- To improve and strengthen National health communications plans in the Eastern Mediterranean Region through introducing and understanding of main concepts involved in health and nutrition communication planning.
- To build capacity in important nutrition aspects such as leadership, Advocacy and social marketing
- Training of a core of trainers on nutrition communication (TOT) to help in training health/nutrition educators all over the Region

Course Objectives:

- ✓ Introduction of main concepts of health communication
- ✓ Understand the role of nutrition communication in controlling and preventing diet-related diseases
- ✓ To familiarize the participants with the broad conceptual framework for constructing nutrition communication plans
- ✓ Provide the participants with the knowledge to be able to evaluate and monitor new and on-going national nutrition communication plans
- ✓ Introduce important aspects of nutrition communication programmes, such as advocacy, social marketing and leadership
- ✓ Training of a core of trainers on nutrition communication (TOT) to help in training health/nutrition educators all over the Region

Duration of the Course:

- The training course will be conducting in 5 days starting from Sunday 19 to Thursday 23 December 2010.
- The working hours will be from 8:30 am to 4:00 pm including coffee and lunch breaks.

Language of the Course:

The lectures, training manual and handouts of the workshop will be in English.

Course methodology:

- The methodology of this training course relies on the use of Microsoft Power point Presentations, group discussions and practical activities for trainees.
- Handouts can also be given to trainees.
- Nine group work exercises are included which will be conducted at specified stages of the training course.

Training Materials:

- Reference manual
- Handouts
- CD Rom containing power point presentations.

Number of participants:

The number of trainees participating in this training course is designed to 22 participants from Eastern Mediterranean Regional Countries.

Selection Criteria:

This activity is designed for senior and mid-level national health educators and nutrition programme managers and officers.

Facilitator:

- Dr Ayoub AlJwaldy, Regional Nutrition Advisor, WHO/EMRO
- Dr Samar ElFeky, Regional Communication Consultant
- Ms Lilas Tomeh, Regional Nutritional Consultant

Methods of Evaluation:

- Pre and Post test questionnaire
- Daily and final evaluation

Criteria of Certification:

- Participants should attend and participate in all training sessions
- Participants should interact and engage in group discussions
- Participants should achieve at least 80% score in post-test