

IAAH CONGRESS 2017: PRE-CONGRESS SKILLS BUILDING WORKSHOP 7
Thursday October 26th

WORKSHOP TITLE	How to develop and run a health promotion intervention in the community
RATIONALE	<p>A community-led approach to health improvement is now a significant feature of health improvement policy and practice. Current trends in the field of health promotion emphasize community-based programs employing multiple interventions as the main strategy for achieving population-level change in the health outcome. This focus on a community- and population-based approach has evolved steadily over the past several decades, representing a shift in emphasis from individually focused explanations of health behavior to ones that also encompass social and environmental influences, as reflected in ecological models of health interventions. Ecological models are based on the premise that an individual's behavior is shaped by a dynamic interaction with the social environment, which includes influences at the interpersonal, organizational, community, and policy levels (McLeroy et al 1988 and Stokols et al 1996). The notion of community participation and ownership also is integral to community-based health promotion models considered essential for generating community support and capacity for engaging in prevention activities (Goodman et al 1998 and Minkler et al 1997). The community-based model is reflected in numerous prevention programs funded by both federal health agencies and private foundations that have targeted entire communities for intervention. The prominence of the multilevel population approach to health promotion is exemplified by the Task Force on Community Preventive Services, established by the Centers for Disease Control and Prevention (CDC) in collaboration with other federal health agencies, which recommends a focus on community-based prevention and control strategies (Gold et al 1997).</p>
Facilitator: E-mail, mobile phone number and affiliation	<p>Dr. Ajay K Singh, Associate Director-MAMTA Health Institute for Mother and Child ajays@mamtahimc.org Mobile +91-9958799386</p> <p>Ms. Susan Igras, Susan Igras, MPH, Senior Technical Advisor at Institute for Reproductive Health, Georgetown University</p>
Co Facilitator: E-mail, mobile phone number and affiliation	<p>Ms. Priyanka Srinath Deputy Director, -MAMTA Health Institute for Mother and Child priyanka@mamtahimc.org Phone - +91-9891151811</p> <p>Dr. Anita Raj, Anita Raj, PhD, Director of UCSD's Center on Gender Equity and Health and Professor in the Division of Global Public Health, Department of Medicine.</p> <p>Dr. Vimala Ramakrishnan, Director, New Concepts</p>
Taking place	Morning
Training objectives	<ol style="list-style-type: none"> 1. To introduce the concept of community-led Health intervention and presenting a logic model for health intervention at community level and highlighting major challenges and benefits 2. To present techniques of evaluating and documenting a community health intervention 3. To share successful community led health intervention in India and internationally. 4. Hands on opportunity to prepare a logic model for community health intervention
Facilitation techniques	<ul style="list-style-type: none"> • Total session Duration: 3 hours <ul style="list-style-type: none"> • Interactive Power Point • Discussion and brainstorming

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| | <ul style="list-style-type: none">• Group work• Feedback/evaluation |
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