

DRAFT IMPLEMENTATION PLAN FOR THE WORKING GROUP ON HEALTH PROMOTION AND EDUCATION

1.0. BACKGROUND

The Health Promotion working group will have to facilitate discussions and analysis of issues pertaining to health promotion and public health education as a technically growing area in health services delivery in Tanzania. Cognizant of the urgent need for addressing the broad/ social determinants of health; and in view of the multidisciplinary and multisectoral nature of health promotion and education services, it is being proposed that the working group comprises of representatives from MOHSW, PMO – RALG, MOEVT, MCDGC, NIMR, IHI, Iringa PHCI, UN agencies (UNICEF, WHO, UNFPA, WFP, The World Bank), CSSC, BAKWATA, International NGOs (e.g. CDC, PSI, FHI, PATH, Pathfinder) National NGOs (e.g. BASATA, BAKITA) and the Mass media houses. The main objective of the working group is to provide technical inputs and expertise and to advise and recommend on how to address issues related to health promotion in the country.

2.0. PRIORITY AREA TO BE ADDRESSED BY THE HP- WG

Six priority areas have been identified and are being proposed for the group to work on. These are:-

- Advocacy, Social mobilization, Health Communication/Education
- Community Based Health services
- School Health Services
- Nutritional Services
- Health communication materials' development (i.e. Electronic and Print materials) and archiving
- Documentation and research for evidence and lessons learnt in health promotion

3.0. WORKING TOOLS THAT HAVE BEEN OR ARE IN USE

With very few exceptions, most of the working tools need to be reviewed and updated. It is envisaged that the HP-TWG will strive at ensuring that following existing documents are reviewed and updated.

- National Tobacco Control Strategic Plan 2010-2015
- National Health Education Strategic Plan 2003-2007
- National Policy Guidelines for Health Education and Health Promotion 2003
- Policy Guidelines on School Health Promotion
- Community Based Health Management Information System Guide
- Guidelines for Implementation of Community Based Health Initiatives in the context of Health Sector Reform in Tanzania
- Health Promotion in our Schools
- How to deworm school age children
- Mwongozo wa Huduma za afya shuleni
- Mwongozo wa wahudumu wa Afya ya Jamii

4.0. MAJOR CONSTRAINTS/ CHALLENGES

- Inadequate financial resources and insufficient human capacity for handling health promotion interventions at district and regional level.
- Low priority for funding implementation of health promotion initiatives and activities.
- Lack/inadequate research to inform health promotion interventions.
- Lack/inadequate supervision, monitoring and evaluation to ensure adherence to policy guidelines and standards in health promotion interventions.
- Lack of indicators for health promotion services.

5.0. WAY FORWARD

- Develop a National Health Promotion Strategic Framework (Work in progress by MOHSW, UNICEF, WHO and SDC)
- Formulate, Review and update Policy guidelines and standards in Health Promotion and Education as may be necessary.
- Advise on mechanisms for fostering Intra- and Inter/multi-sectoral collaboration in advancing Health Promotion and education.
- Advise on advocating for and promoting healthy lifestyles and positive health behaviors in communities.
- Advise on approaches for community participation and involvement in health promotion initiatives.
- Advise on M and E (Indicators) for health communications and behaviors