

PRIMARY HEALTH CARE INSTITUTE (PHCI) IRINGA, TANZANIA



INTRODUCTION

- PHCI is a health training institute and resource centre established in 1990. It is situated 492 kms from Dar es Salaam City Centre
- The Institute provides training, research and support for health services and community health programs in three regions of Tanzania.
- PHCI is the only health institute offering health promotion courses in the country out of 52 government health training institutions.
- To date about 270 students have graduated in Health Promotion, 5 of them being international students.

ESSENTIAL COMPETENCIES FOR A HEALTH COMMUNICATION GRADUATE

- Communication and Advocacy skills
- Leadership, planning and management skills
- Design of IEC materials and ICT skills
- Community mobilization and social marketing
- Social and behavior change theories
- Data collection, analysis and interpretation
- Design and conduct of operational research
- Report writing and presentation skills

COURSES OFFERED BY THE INSTITUTE WHICH ARE RELATED TO HEALTH COMMUNICATION

1. Diploma in Health Promotion (Dip. HP)
2. Leadership in Strategic Health Communication (LSHC)

DIPLOMA IN HEALTH PROMOTION

This is a one year course and the modes of training are:

- Classroom setting
- Field attachment
 - Students are assigned to specific villages for a period of one month where they work together with the community to identify health issues and resources and plan for interventions
 - Students leave, then return after one month for monitoring and evaluation
 - Lastly students compile a report and share it with the community while in the village and later present their reports to district authorities, tutors and the community

PHCI STUDENTS PROMOTING ITN USE IN THE COMMUNITY

VILLAGE HEALTH DAY AT THE MAASAI COMMUNITY



LEADERSHIP IN STRATEGIC HEALTH COMMUNICATION WORK SHOP (1)

This is a 2 week work shop

- Participants are from the district health teams (members of government and NGOs) who are responsible for health promotion activity at the District

Modes of training are:

- Classroom setting

Participants acquire knowledge and skills in SBCC through lecture, discussion, and group work

LSHC WORK SHOP (2)

Field experience

- In groups, district teams learn systematic planning steps (P-Process) using computerized software known as SCOPE to design a strategic communication intervention that they implement in their respective districts
- A team of mentors from PHCI supports the district teams to implement and evaluate the strategy for a period of six months
- The district teams report the intervention results in a public forum like Tanzania Strategic Health Communication (TASHCOM) annual meeting.

IDENTIFICATION, MANAGEMENT AND EVALUATION OF PRACTICUM EXPERIENCES

Health Promotion Course

- Institute finds practical sites in the community and identifies mentors
- Training curriculum stipulates competencies to be assessed through a practice opportunity
- Continuous Module Assignments
 - Classroom tests, assignments, end of module examinations
- Community Attachment
 - Checklist, Report

IDENTIFICATION, MANAGEMENT AND EVALUATION OF PRACTICUM EXPERIENCES

LSHC workshop

- A team of experts are invited to review the strategic communication interventions designed by district teams
- The best interventions are chosen for implementation and additional mentoring
- Field visit and Report

CAREER PATHS FOR PHCI GRADUATES

- Some graduates continue with their studies while others take positions in government service or with NGOs
- Sometimes graduates via institute collaborating partners attached and get opportunities of presenting their practical experiences and even further studies in and outside the country.



THANK YOU