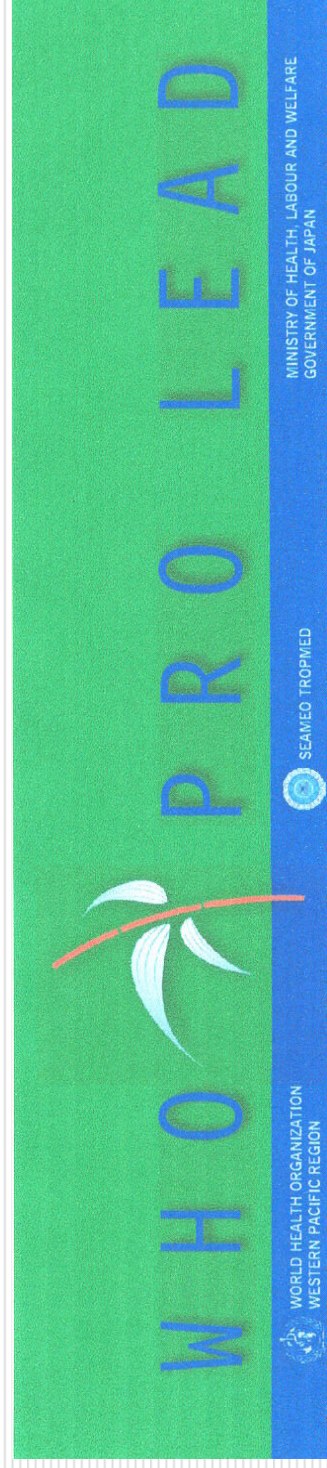


HEALTH PROMOTION LEADERSHIP TRAINING (2004)



www.prolead.org



Objective:

Enhance skills

- intra-personal
- inter-personal
- Cognitive
- Communication



- task specific needed to achieve changes to advance health promotion

Change

is an alternative approach
for health promotion
infrastructure and financing

**“Earmarking of tobacco taxes
and creation of health
promotion foundation”**



Regional Agenda for Health Promotion

- Defines health promotion infrastructure and financing as one of the challenges
- The changing roles of health promotion leaders to effect meaningful changes - thus leadership training



Country Team Reports

Describes where the countries are
in relation to health promotion
infrastructure and financing



Leaders :
to stimulate change
to lead a team
personal change should
occur first



A system's perspective :

Inputs on :

Health sector reform

Health promotion and governance

Public-private partnership



Quality Improvement Story provides us a tool for systematic problem-solving



QI story will allow us to identify

a “theme” (problem area)
related to health promotion
infrastructure and financing
given the current situation of
the country (reports)





Prerequisite: Project on Health Promotion Infrastructure and Financing



Earmarking of tobacco taxes and creating health promotion foundations requires complex and interrelated functional areas, tasks and skills



Project should focus on governance:

- Rule of law/legislation
- Transparency
- Resposiveness
- Efficiency and Effectiveness
- Accountability
- Equity
- Participation / Partnership
- Strategic vision
- Consensus orientation

