

# From Health Education to Community Health Promotion:

## Piloting Multiple Approaches and Strategies for Health Promotion in Dodoma Region, Tanzania

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### Health Promotion within the HPSS Project

The Health Promotion and Systems Strengthening (HPSS) Project is a bilateral Swiss-Tanzanian project funded by the Swiss Agency for Development and Cooperation and implemented in Dodoma, Shinyanga and Morogoro regions in Tanzania. The project overall has the goal of improving both the supply and demand for quality health services.

To empower communities to take action to improve their health, the project assists the Government of Tanzania to strengthen health and community development systems to support community-based health promotion.

To do this HPSS is piloting innovative methods in Dodoma Region, in line with the approaches and principles of the Ottawa Charter. PRA techniques form the basis for engaging communities in identifying their own health issues and planning solutions. In this way, the project aims to support a shift from national reliance on top-down health education to more inclusive, bottom-up decision-making, planning and action for health.



### Approaches to strengthening health promotion

Following an initial consultative workshop, regional government agreed to expand the health promotion roles and terms of reference (TOR) of Dodoma region's 152 Community Development Officers (CDOs) and their assistants to work together with Health Officers (HOs) to support communities, through participatory methods, to identify local health concerns as well as resources and to plan solutions.

HPSS trained district-level master trainers among government HOs and CDOs as well as School Health Coordinators in community participatory techniques and cutting-edge health promotion approaches. With support of the HPSS District Coordinators, the master trainers rolled-out tailored training packages to their assistants, NGOs, FBOs and CBOs as well as communities themselves.

For further information on HPSS and the health promotion approach please refer to: <http://www.hpss.or.tz/>, where short videos are available on the health promotion and other systems strengthening components.

### Results within the five areas of health promotion action

#### Building healthy public policy:

- HPSS supported development and implementation of a Regional Health Promotion Strategy that informed the National Strategy;
- Promoting enforcement of bylaws on environmental sanitation.

#### Creating supportive environments:

- ToR of Community Development Officers expanded to include health promotion roles and responsibilities;
- Coaching of officers and community organizations;
- Launched a Sanitation Revolving Fund to strengthening the sanitation hardware supply chain in rural areas;
- Peer education and support mechanisms established through 700 primary school health clubs.

#### Strengthening community actions:

- Initiated community dialogue, prioritization of health concerns, action planning and supported council funding applications;
- Supported community, domestic and school water and sanitation actions.

#### Developing personal skills:

- 152 Community Development Officers trained on Community Led Total Sanitation (CLTS);
- CLTS process completed in 132 villages, improving health literacy on hygiene and sanitation;
- 14 District School Health Coordinators trained on School Health Promotion;
- 129 (116 male and 13 female) Community Health Workers from 114 villages trained on latrine slab casting for social marketing.

#### Re-orienting health services:

- Trained and coached Health Officers, Council Health Management Teams and Regional Health Management on participatory health promotion;
- Introduced prevention and control approaches to the cholera outbreak response in the winter of 2015.

