



Transforming Knowledge into Action

CERTIFICATE COURSE IN MANAGING HEALTH COMMUNICATIONS



Offered Jointly By

Mudra Institute of Communications, Ahmedabad (MICA)

and

EPOS School of Health

Week End Course

January 2009 – June 2009

EPOS
School of Health
Transforming Knowledge into Action



Background

Health sector in India is facing myriad challenges. Despite all efforts, issues related to infant mortality and morbidity, maternal mortality and morbidity, safe delivery practices, positive health seeking behaviour are as much of a challenge as strengthening health systems and creating an enabling policy environment. National and international responses in form of the National Rural Health Mission, support of different development partners, micro level initiatives of a large number of grassroots level NGOs and CBOs are all striving to address the numerous issues facing the public health sector within the country.

It has been widely recognized that all these efforts will not yield its desired results if communication efforts are not need based, focused and targeted. Every national and state programme today has a large component on communication with sizeable outlays – but they filter down in form of uncoordinated IEC and BCC efforts without much understanding of the subject and issues of strategic planning and approach. At times the communication efforts end up reinforcing the very myths, misconceptions and stereotypes that the programme is aimed at mitigating. It often confuses the target group.

The need of the hour is an integrated strategic approach to communication, to be adopted by the Health Departments at the central and state levels. Communication efforts of various national and state programmes and the civil society and different development partners need to be geared towards this strategic framework. This necessitates making them aware of the reforms and changes that are being initiated by the public sector and the transformations that are taking place in service delivery, so that people's perception about the range and quality of services improve. All the stakeholders need to create a distinct brand identity for the public health services and promote it aggressively. The country requires to strengthen the systems of communication to help improve the healthcare situation in the country but we do not have any exclusive course on health communication anywhere in the region.

In response to this acute need to create professionals equipped with communication skills, Mudra Institute of Communications, Ahmedabad (MICA), a premier institution in communication and communications management, in collaboration with EPOS School of Health plans to launch a Certificate Course in Managing Health Communications. The course aims at developing skills among existing and aspiring health care professionals and make them Health Communications Managers, capable of handling the challenges of communication in public health.

Board of Studies

The Board of Studies comprise of eminent practicing health communication professionals from the industry, development sector and the academia.

Prof. Atul Tandan
Director,
Mudra Institute of Communications, Ahmedabad (MICA)
Ahmedabad

Mr. Deepak Bhandari
Chairman and Managing Director,
EPOS Health India
Gurgaon

Dr. Arvind Singhal
Professor of Communication Studies,
Ohio University, Athens
Ohio, USA

Dr. Mohan Jyoti Dutta
Associate Professor of Communication,
Purdue University
West Lafayette, USA

Dr. Arbind Sinha
Professor, Development Communications,
Mudra Institute of Communications, Ahmedabad (MICA)
Ahmedabad

Prof. Naval K Bhargava
Professor and Dean – International Relations,
Mudra Institute of Communications, Ahmedabad (MICA)
Ahmedabad

Dr. Arvind Pullikal
Head, Public Health Planning,
EPOS Health India
Gurgaon

Mr. Rajesh Jha
CEO, EPOS School of Health & Senior Vice-President,
EPOS Health India
Gurgaon

Course Structure and Duration

The entire course will be completed within 6 (six) calendar months.

Total number of contact hours will be 19 weeks X 8 hours = 152 hours + course work etc. equivalent to 3 weeks (24 hours).

A total of 176 hours.

Classes will be held every Saturday and Sunday in Gurgaon and Kolkata.



Curriculum

- Module 1 Public Health and Health Sector in India
Two weeks = 16 hours
- Module 2 Theory and Practice of Communication in Health
Three weeks = 24 hours
- Module 3 Formative Research
Two weeks = 16 hours
- Module 4 Communication Strategy Framework
Two weeks = 16 hours
- Module 5 Social Franchising and Marketing
Two weeks = 16 hours
- Module 6 Communication Research and Strategy Formulation
Two week – 16 hours
- Module 7 Implementation of Communication Intervention
Three weeks = 24 hours
- Module 8 Impact Assessment of Communication Interventions
Two weeks = 16 hours
- Module 9 Communications Resource Management
One week = 8 hours
- Modules 10-11 Course Work / Thesis / Dissertation
Two weeks = 16 hours
- Module 12 Presentation, Evaluation, and Certification
One week = 8 hours



Course Fees

Rs. 40,000/- (Rupees Forty thousand only) plus service tax, per participant for the entire course.

The course fees does not include travel, boarding and lodging costs.



Course Commencement - 10th January 2009				
Course Fees (Rs.)	Fees (Rs.)	Service Tax (Rs.)	Total (Rs.)	Last Date
For Registration	5000	618	5618	28th November, 2008
For Admission	35000	4326	39326	10th December, 2008
Total	40000	4944	44944	



Learning Objectives

- To highlight the health communication needs of the country and discuss the principles of communication as applied to public health
- To provide the participants a set of conceptual tools to help fulfill that need
- To impart skills related to formative research, communication design, and management of communication campaigns and interventions
- To make the participants capable of handling tools necessary for the creation of need-based strategies and action plans for health communication

Who can Participate ?

Professionals working in the health sector in NGOs / INGOs / CBOs

Managers working in government Health Departments and national and state health programmes

Certificate Requirements

Attendance of at least 90% of contact classes

Concurrent assessments at the end of each module

Project work and dissertation

Credit Hours

This course is equivalent to 9.5 Credit Hours + 1.5 Credit Hours for the course work and dissertation, thereby resulting in a total of 11 Credit Hours.

MICA and EPOS School of Health may launch a full time Post Graduate Diploma Programme in Managing Health Communications. In that case, participants of Certificate Course can use these Credit Hours later if they are interested in pursuing the Post Graduate Diploma in Managing Health Communications.

Registration

For registration please fill in the attached registration form along with a demand draft of Rs. 5,618/- in favour of "EPOS School of Health" payable at New Delhi and submit the same, latest by November 28th, 2008 to:

Registrations-in-charge
EPOS School of Health
445 Udyog Vihar Phase III
Gurgaon 122 016
Ph : 91-124-4264900

Registrations-in-charge
EPOS School of Health
HB-213, Sector III, Salt Lake City
Kolkata - 700106
Ph : - 91-33-23211877, 40055752

Admission

Successful candidates would be intimated post registration and they would need to pay the balance amount of Rs. 39,326/- through demand draft in favour of "EPOS School of Health" payable at New Delhi and submit the same, latest by December 10th, 2008, at the same address where the registration amount was sent.

For further details please visit our website at www.eposhealthschool.org

445, Phase - III, Udyog Vihar, Gurgaon - 122016
Tel. +91-124-4264900 Fax: +91-124-4264906
HB - 213, Sector - III, Salt Lake City, Kolkata - 70006
Tel. +91-33-2321136 Fax: +91-33-40055753

EPOS
School of Health
Transforming Knowledge into Action

Log on to www.eposhealthschool.org & www.mica-india.net
email to schoolofhealth@epos.in

Certificate Course in Managing Health Communications

Offered jointly by

Mudra Institute of Communications, Ahmedabad (MICA)

and

**EPOS School of Health
Week End Course**

January 2009 – June 2009

Registration Form

Please attach two copies of recent passport size colour photograph with your name written in block letters on reverse of the photographs

1. Name:

2. Date of Birth:

3. Qualification (in reverse chronology):

S.No	Degree	Year	Grade / Class	Institution / University
1				
2				
3				
4				
5				

4. Employed: Yes No

5. If employed, give the following details:

a. Name of the Employer:

b. Address of the Employer:

c. Contact details:

d. Designation:

e. Job Description:

f. Working Since (with the present employer):

g. Past employment details: (please furnished details employment wise as per d, e and f above)

6. How will you finance the course ?

Self Employer Others (Specify)

I hereby send my application form for the above course and the demand draft of Rs. 5618/- along with this registration form as the regesitration fee for the programme [DD No., Bank

We would make the balance payment on the confirmation of the Registration.
We understand that the payment once made is non-refundable and non-transferrable.

Signature of the Applicant

Name:
Address:
Contact Details:
Date: