

31973

HMD/88.3

Original: English

Distr. Limited

THE CENTRAL CLEARINGHOUSE  
ON  
HEALTH LEARNING MATERIALS

A CATALOGUE OF INFORMATION



WORLD HEALTH ORGANIZATION



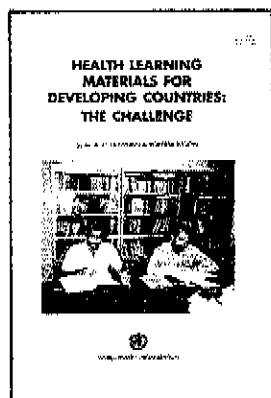
## CONTENTS

INFORMATION AND PROMOTION	1
PROJECT FORMULATION, PLANNING AND FUNDRAISING	2
REPORTS OF INTERREGIONAL MEETINGS ON HLM	3
HLM PRODUCTION	4
THE HEALTH MANPOWER DEVELOPMENT (HMD) CONTEXT	5
MODELS FOR LOCAL ADAPTATION	6

# INFORMATION AND PROMOTION

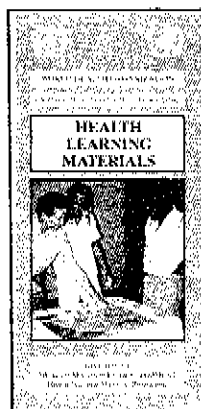
## Health Learning Materials

An information brochure describing the primary health care approach, the need for training for health care staff & the lack of local training materials in developing countries. The rationale for the Interregional HLM Programme & its network of country HLM projects.



## Network News

The newsletter of the HLM Programme issued three times a year from WHO Geneva. Describes national & international HLM activities; progress in country HLM projects; meetings & training courses on HLM; donors & NGOs; reviews of publications.



## Health Learning Materials for Developing Countries: the Challenge by M.A.C. Dowling and Roberta Ritson

The rationale for national HLM development & the objectives of the HLM Programme; the strategy for national self-reliance in HLM production for developing countries. A realistic review of policy & goals & an overview of current progress.

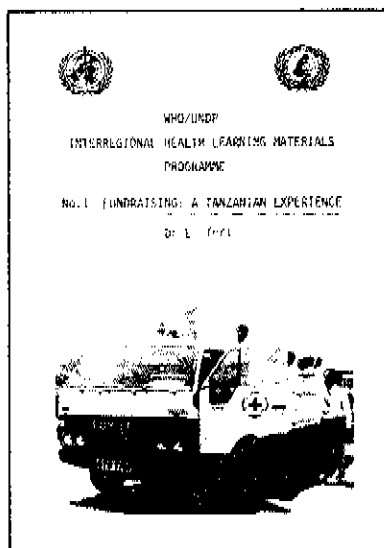
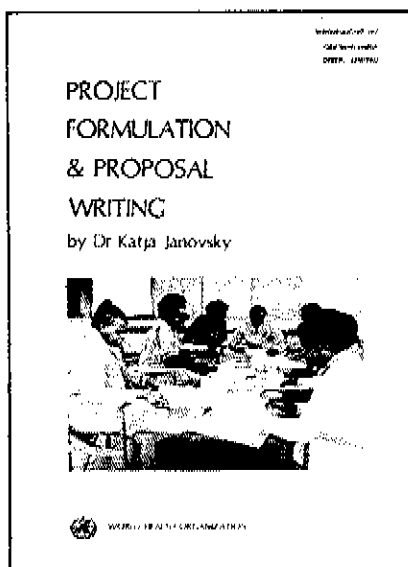


# PROJECT FORMULATION PLANNING AND FUNDRAISING

## Project Formulation & Proposal Writing

by K. Janovsky

Step-by-step practical guidelines on how to formulate a project proposal for presentation to funding agencies. Includes details of planning & strategy, budgeting, monitoring & evaluation. Illustrated by actual examples taken from projects in the development field.



## Fundraising: A Tanzanian experience by E. Teri

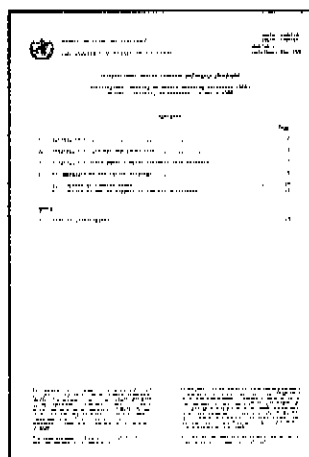
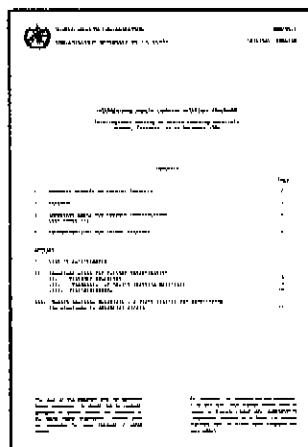
Practical first-hand experience of a national HLM project manager in fundraising to support national HLM development: how to promote the project, foster relations with donors & prepare a request for funding.

# REPORTS OF INTERREGIONAL MEETINGS ON HLM

Reports of two interregional meetings on HLM organized by the Central Clearinghouse at WHO Geneva. The two meetings, hosted by the national HLM project in Arusha, Tanzania, assembled national HLM project managers from developing countries throughout the WHO Regions to exchange expertise & plan strategies for national HLM development.

## Report of December 1984 meeting: HMD/85.1

Focusses on strategic areas for national HLM development in training of national health staff, including distance education; word processing on microcomputer for HLM production; studies on "usability" of HLM with target users.



## Report of February/March 1988 meeting: HMD/88.1

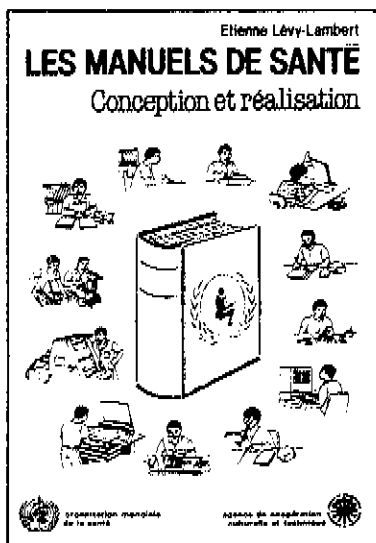
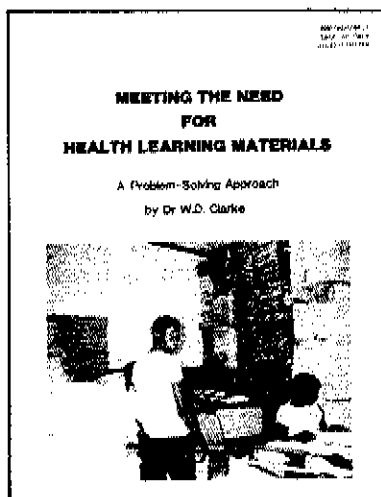
Highlights mechanisms for national HLM production & the promotion of national self-reliance. Incorporating technical expertise from HLM specialists, international organizations, donors & NGOs, the report represents international "state-of-the-art" policy & progress in HLM development.

# HLM PRODUCTION

## Meeting the Need for Health Learning Materials

by W.D. Clarke

A problem-solving guide to planning & management to meet the need for locally relevant & appropriate HLM: how to balance supply & demand & organize an HLM production unit.



## Les Manuels de Santé

by E. Lévy-Lambert

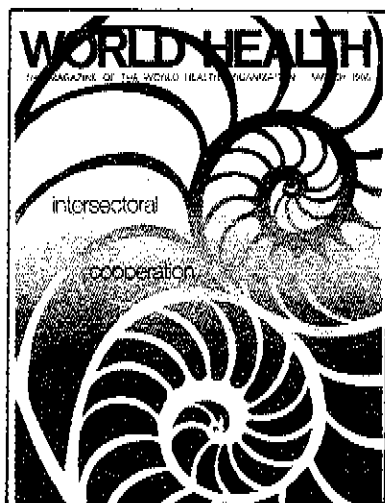
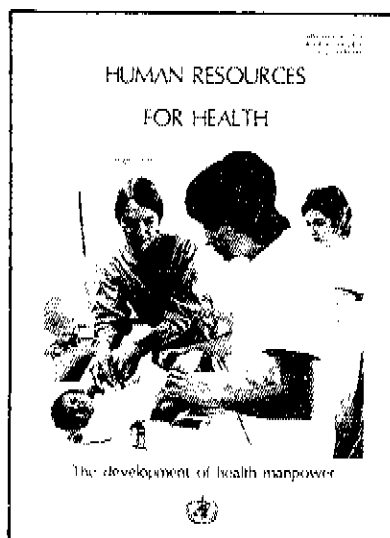
A practical reference handbook in French for writers & editors of HLM, issued jointly by WHO Geneva & the Agency for Cultural & Technical Cooperation (ACCT) in Paris. A guide to all aspects of HLM design & production aimed at trainers, supervisors, administrators & technical staff in faculties of medicine & health science training institutions. Examples & illustrations drawn from existing training manuals for health staff.

# THE HEALTH MANPOWER DEVELOPMENT CONTEXT

## Human Resources for Health

by M.A.C. Dowling & R. Ritson

What is meant by health manpower development (HMD); its relationship to primary health care; WHO's current & future programme of work in HMD & its twin focus on management aspects & educational support. The HLM Programme as an integral part of HMD.



## Think intersectoral in WORLD HEALTH, March 1986

The Tanzania national HLM project, one of more than 20 countries participating in the HLM network, as a prime example of a health project which engages many other sectors, such as education, information, public relations & the media, agriculture & management sciences, in intersectoral collaboration for health.

# MODELS FOR ADAPTATION

## National HLM project plans

A five-year plan for a national Health Learning Materials project, including budget, to be prepared with assistance from WHO by the national health authorities for submission to donor agencies for funding. Models of HLM project plans for developing countries are available from the Central Clearinghouse at Geneva.

INTERNATIONAL ORGANIZATION FOR THE PROMOTION OF HEALTH  
OFFICE OF THE DIRECTOR GENERAL  
GENEVA

PROJECT NUMBER

Title: National Health Learning Materials Project  
Date: 20/12/79  
Country: Ministry of Health  
Address: 21 Avenue de la Paix  
Telephone: 71 41 41 41 (4 lines)

Objectives: Health and development  
Organization: Ministry of Health  
Responsible: National Organization for the promotion of health and learning materials  
Address: 21 Avenue de la Paix  
Telephone: 71 41 41 41 (4 lines)

Government: 1979  
Government: 1979  
Government: 1979

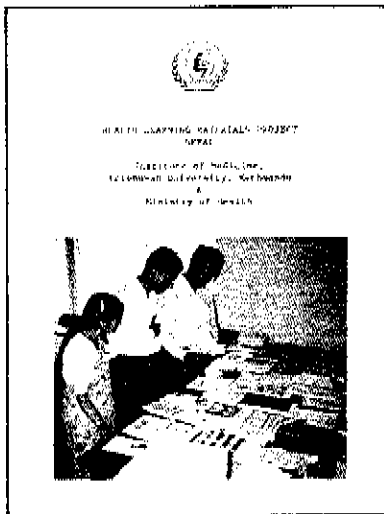
The project is planned to study the scope of national health learning materials for promotion, production, distribution and use in the field and for health promotion for the public. The project is to study the national health situation with the capacity to design, test, produce and evaluate the result of national materials in the health and health education areas, for use in health and development work in the field, training, health promotion, research, evaluation, planning, printing, distribution, monitoring, control, management and health promotion of the public. It will also develop close collaboration with other countries with similar national projects in order to avoid duplication and share materials, experience, information and training facilities in the spirit of WHO.

Signature: \_\_\_\_\_  
IN NAME OF THE GOVERNMENT

Signature: \_\_\_\_\_  
IN NAME OF THE HEALTH LEARNING MATERIALS PROJECT

Signature: \_\_\_\_\_  
IN NAME OF THE NATIONAL ORGANIZATION FOR THE PROMOTION OF HEALTH

INTERNATIONAL ORGANIZATION FOR THE PROMOTION OF HEALTH  
GENEVA



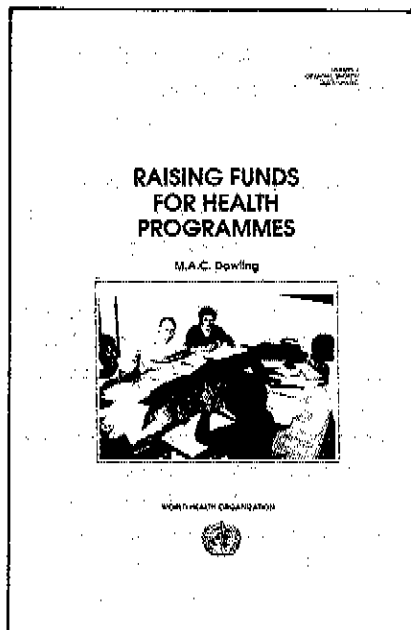
## Public relations brochures for national HLM projects

Information brochures describing the aims and activities of national HLM projects in developing countries are available from the Central Clearinghouse for adaptation to the local context by different national projects. Illustrated with photographs of national HLM activities, such as local printing and production facilities for trained national staff, the brochures can be used to promote the national HLM project both locally and internationally to NGOs, UN agencies & donors.

# MANAGEMENT ASPECTS OF HLM PROJECTS

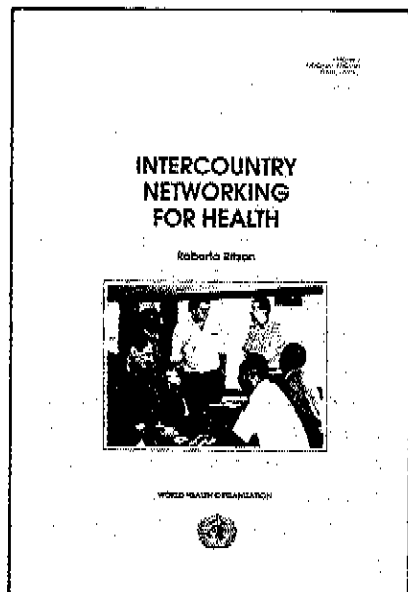
## Raising Funds for Health Programmes (HMD/89.4) by M.A.C. Dowling

Guidelines for the preparation of funding requests to support health projects. How to develop the theme of the project proposal and formulate it according to UNDP's required format. This includes project justification, objectives, outputs, inputs, obligations, evaluation and budget. How to make contact with donors. An essential guide to fundraising for new and experienced managers of health sector programmes.



## Intercountry Networking for Health (HMD/89.3) by Roberta Ritson

Guidelines for operating a programme of intercountry cooperation on the production of HLM. Discusses practical mechanisms for promoting intercountry exchanges of staff and materials, as well as joint training and research projects, based on actual experiences of intercountry contacts between staff of national HLM projects in southern and eastern Africa. How to organize and manage a network of technical cooperation.

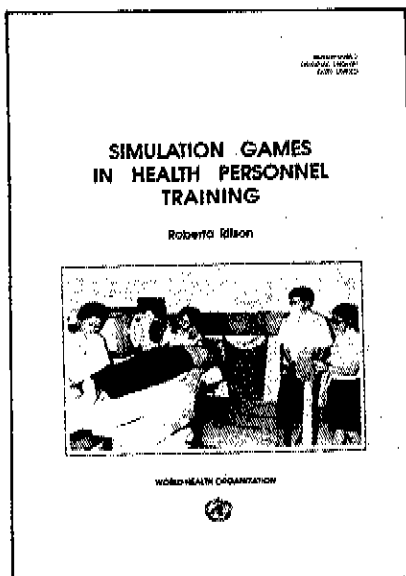


## TRAINING AND RESEARCH

### Simulation Games in Health Personnel Training

by Roberta Ritson (HMD/88.2)

Reviews the role of simulation games and models in the training of health personnel and describes the educational and motivational advantages of using them to train skills which are hard to develop using traditional teaching methods. The illustrated text describes recent developments in computer-based simulation games and the increasing use of video to give rapid feedback on the learning process. The text includes actual case studies of simulation exercises already successfully applied in the training of health personnel.



### Social Marketing for Health

by Marie Birkinshaw

(HMD/89.2)

A review of recent literature on social marketing for health aimed at staff in health learning materials projects. An introduction to the broad principles and techniques of social marketing with examples of how it has been applied in the health context, including health manpower development and health learning materials. An expansion of the problems experienced in implementing social marketing and the limitations of the approach.

