



ကျန်းမာရေးနှင့်အားကစားဝန်ကြီးဌာန

Current Health Literacy Promotion Activities and Way Forward

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Presentation outline

1. Updated Vision, Mission and Objectives of HLPU
2. Updated Functional organogram
3. Current HLP strategic areas
4. QR code HLP project launching
5. Discussions



1. Updated Vision, Mission and Objectives of HLPU

- Based on the first objective of the MoHS and inaugural speech by the Union Minister on 1 April 2016 - **“Health knowledge, attitude and practice of our people can be effectively improved if our health education activities are simple, interesting, effective and widespread all over the country”**

HLPU Vision

ကျန်းမာရေးနှင့်ညီညွတ်သောအပြုအမူများကိုသိရှိကျင့်သုံးခြင်းမှတစ်ဆင့်လူတိုင်း သက်တမ်းစေ့ အသက်ရှည်စွာနေနိုင်ရေး။

HLPU Mission

ကျန်းမာရေးအသိပညာများမြင့်မားစေခြင်းမှတစ်ဆင့်ပြည်သူများကျန်းမာရေးနှင့်ညီညွတ်စွာနေထိုင်တတ်စေခြင်းနှင့်ကျန်းမာရေးစောင့်ရှောက်မှုများကို သိရှိရယူသုံးစွဲစေခြင်း။



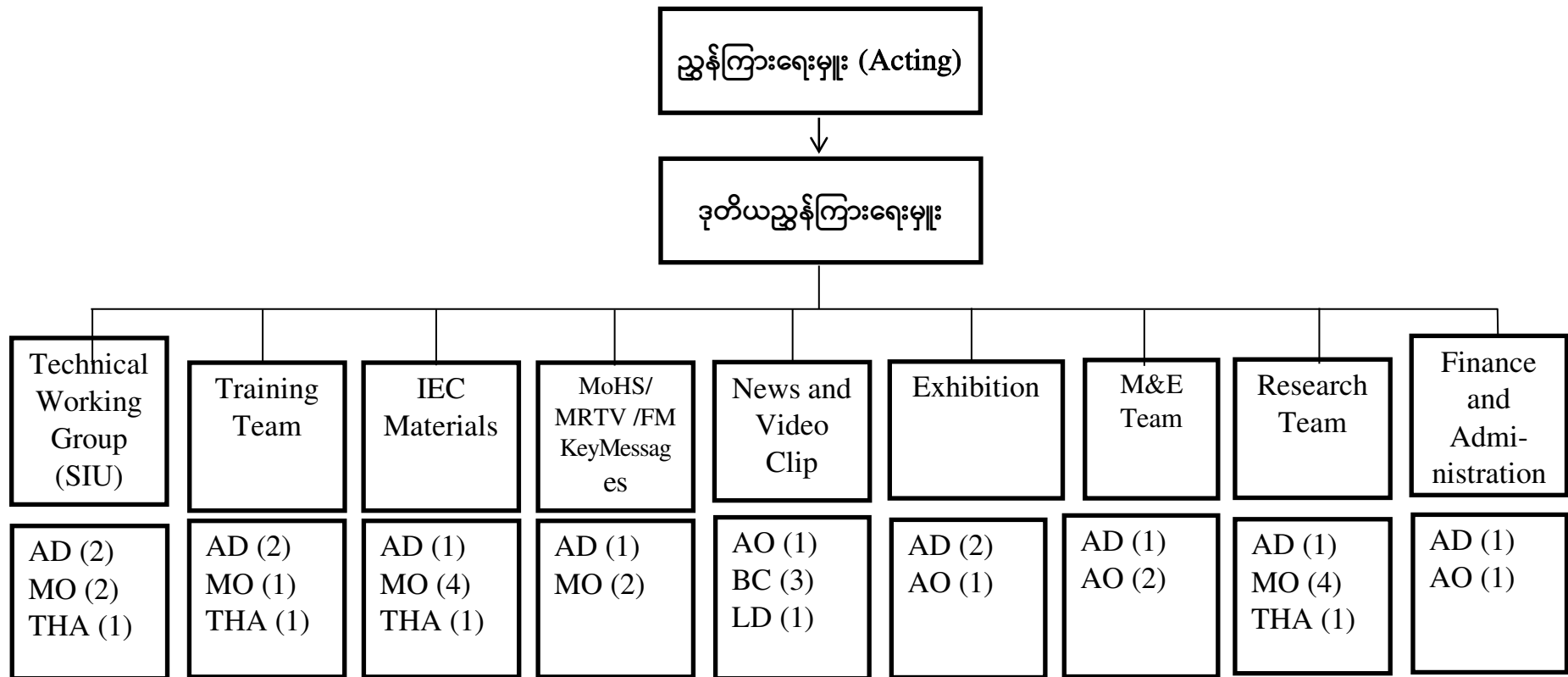
1. Updated Vision, Mission and Objectives of HLPU (contd.)

HLPU Objectives

1. နိုင်ငံသားတိုင်းမှန်ကန်သောကျန်းမာရေးအသိပညာများကို သိရှိနားလည်လာ၍ကျန်းမာရေးနှင့်ညီညွတ်သော အမူအကျင့်များ လိုက်နာကျင့်သုံးမှု မြင့်မားလာစေရန်၊
2. ကျေးလက်ဒေသအောက်ခြေအထိ ကျန်းမာရေးပညာပေး လုပ်ငန်းများ ကို ကျယ်ပြန့်ထိရောက်စွာဆောင်ရွက်ရန်နှင့် ပြည်သူလူထုအတွင်း ကျန်းမာရေးအသိပညာများ ပြန့်ပွားလာစေရန်။
3. ကျန်းမာရေးပညာပေးခြင်းဆိုင်ရာအရည်အသွေးမြင့်မားလာစေရန်၊
4. ပညာပေးအထောက်အကူပစ္စည်းများ၊သတင်း/မီဒီယာများမှတစ်ဆင့် ကျန်းမာရေးအသိပညာပေးခြင်းကိုခေတ်နှင့်အညီထိရောက်စွာဆောင်ရွက်ရန်၊
5. ပြည်သူများ၏ ကျန်းမာရေးအသိပညာဆိုင်ရာ သုတေသနလုပ်ငန်းများ ဆောင်ရွက်ရန်



2. Functional Organogram of Health Literacy Promotion Unit



SIU = Strategic Information Unit / Strategic communication unit



3. Current HLP strategic areas

1. Community health literacy promotion with the DPH, partner organizations and EHOs
2. Hospital health literacy promotion with the DMS and partner organizations
3. School health literacy promotion with the DPH
4. Food, drug and traditional medicine related health literacy promotion with DFDA, DTM
5. Promotion of physical activities and EIM related health literacy promotion with DSPE
6. Publication of cross cutting HLP products such as Standardized Health Messages version 2.0
7. Health Literacy research and development



3.1 Community health literacy promotion

Target population (recipients)	Method of delivery	Providers	Frequency and coverage assumption	Effectiveness / impact assumption	Current PH statistics	Assisted Skills and Technology
All population especially population residing in rural and hard to reach area	Community Dialogue Sessions (CDS) Peer education sessions	BHSP (nearly 30,000 BHSPs) Volunteers (nearly 20000 to 25000)	2 times per month (if BHSP 10000 conduct CDS 2 times per month) $10000 * 2 * 10 * 12 = 2.4 \text{ M}$ 2 times per month (if VHW 10000 conduct CDS 2 times per month) $10000 * 2 * 10 * 12 = 2.4 \text{ M}$	63,938 villages (Census 2014) vs. 50,000 - 55000 HWF/EHO-HLP creating coverage for UHC together with HLP minimum quality standards - Promote MoHS Image	Total patient attendances (2018) - 13.87 M - Total frequency of patient attendances (2018) - 24.27 M - Total patient attendances during field visits (2018) - 10.29 M	- Methods for conducting small group discussions and Interpersonal communication skills (IPC) - Peer education skills (PE) - Communication for behavioral impact (COMBI) skills - Social and behavioral change communication (SBCC) skills - Community empowerment / community participation skills - Basic Information Technology and better use of Mobile Tablets in HLP skills



3.2 Hospital health literacy promotion

Target population (recipients)	Method of delivery	Providers	Frequency / coverage assumption	Effectiveness / impact assumption	Current hospital statistics	Assisted Skills and Technology
Hospital In-Patients and Out-Patients, their families and friends (Recipients in the Receptive Mode)	- In-patient HLP Key Messages Sharing (QR code and web based HLP) - Out-patient HLP Key Message Sharing (QR code and web based HLP) - HLP during DC parades (QR code, IEC materials, DC booklets)	- Hospital receptionists (nearly 770+) and medical social workers (nearly 300+) in 100-bedded and above hospitals (126+ hospitals) - Township / Station level BHSPs and / or hospital staff (1000+) (THA+THN etc. + assigned hospital staff) in 50-bedded and below in 1018+ hospitals	2 times per week (IPD and OPD sessions) During DC parades	- Increased Patient Safety - Understand do and don'ts - Promote self care - Risk factor reductions and complications reduction - Reduce re-admissions and hospital burden - Increase quality of life and ultimately increase life expectancy	Hospital In-patients (2018)= 2.96 M Hospital out-patients (2018) = 11.45M	- Methods for conducting small group discussions and Interpersonal communication skills (IPC) - Peer education skills - Basic IT and use of QR codes in HLP



3.3 School health literacy promotion (in collaboration with SHU)

Target population (recipients)	Method of delivery	Providers	Frequency / coverage assumption	Effectiveness / impact assumption	Current hospital statistics	Assisted Skills and Technology
School children and their parents / families	- School HLP / peer education/ COMBI and BCC campaigns in collaboration with School Health Unit	- School teachers with proper capacity (40000+ schools) - Students volunteers	- During life skills sessions - During school sports activities and / or sessions	- Parallel increase in education literacy and health literacy - Increase knowledge, perception , attitude and practice towards healthy behaviours now and later in their life(through peer pressure and habit forming) - Disseminate students health literacy skills back to their family and community	Total number of school children (2018) – 9.7M+ additional 19.4+ M) Parents and families (Total= 29.1 M+)	- Interpersonal communication skills (IPC) - Peer education skills - Basic IT and use of QR codes , Mobile apps) - AI (Artificial Intelligence such as Messenger bots), AR (Augmented reality), VR (Virtual reality), HLP games
University students						
Monastery school children	Comprehensive sexual education for adolescent health (QR code and web based HLP, Mobile applications, with AI, AR, VR, HLP games)	- Student HLP champions				



3.4 Food, drug and traditional medicine related HLP

Target population (recipients)	Method of delivery	Providers	Frequency / coverage assumption	Effectiveness / impact assumption	Current statistics	Assisted Skills and Technology
Consumers Housewives Teachers and school children Food and drugs importers/ distributors/ sellers	- MoHS Key Messages - QR code and web based HLP - Consumers education - HLP for housewives - Housewives club for peer education	- Consumer associations - DFDA and DTM staff - BHSP and volunteers - MMCWA, MMA etc.	Monthly Community health talks consumer peer education and community dialogue sessions	- Increase health literacy on safer use of foods and drugs, TM medicines (healthy eating styles) - Promote health of housewives as well as family members and children (MNCH health)	Consumer association members MMCWA members (X.X) M	- Interpersonal communication skills (IPC) - Peer education skills - COMBI and SBCC - Basic IT and use of QR codes , Mobile apps - AI (Artificial Intelligence such as Messenger bots)



3.5 Promotion of physical activities and EIM related HLP

Target population (recipients)	Method of delivery	Providers	Frequency / coverage assumption	Effectiveness / impact assumption	Current statistics	Assisted Skills and Technology
General Population	- MoHS Key Messages	-DSPE +TSDP focals	TSDP activites	- Increase health literacy (healthy life styles)	WSF activities	- Interpersonal communication skills (IPC)
NCD high risk persons	- QR code and web based HLP	-BHSP and volunteers	peer education and	- Prevent NCDs	EIM activities	- Peer education skills
Teachers and school children	- HLP for housewives	-Sports leagues, MMCWA, MMA etc.	community dialogue sessions	- Increase physical fitness (national fitness)	Outdoor equipment	- COMBI and SBCC
Housewives	- Housewives club for peer education					- Basic IT and use of QR codes , Mobile apps
	- EIM and public sports activities					- AI (Artificial Intelligence such as Messenger bots)



3.6 Publication of cross cutting HLP products such as Standardized Health Messages version 2.0, MoHS calendar

- Finalization of SHMB 2.0 workshop was conducted in 14-15 November 2019 (dead-line for data collection is 29-11-19) will be publish in January 2020 (4 programs left)
 - SHMB ver 2.0 will be networked version (website/mobile tabs/QR codes)
- MoHS calendar 2020 will be published by December 2019 (dead-line for data collection is 29-11-19) (only 16 programs sent the key messages and photos up to now) (we will send daily reminders)

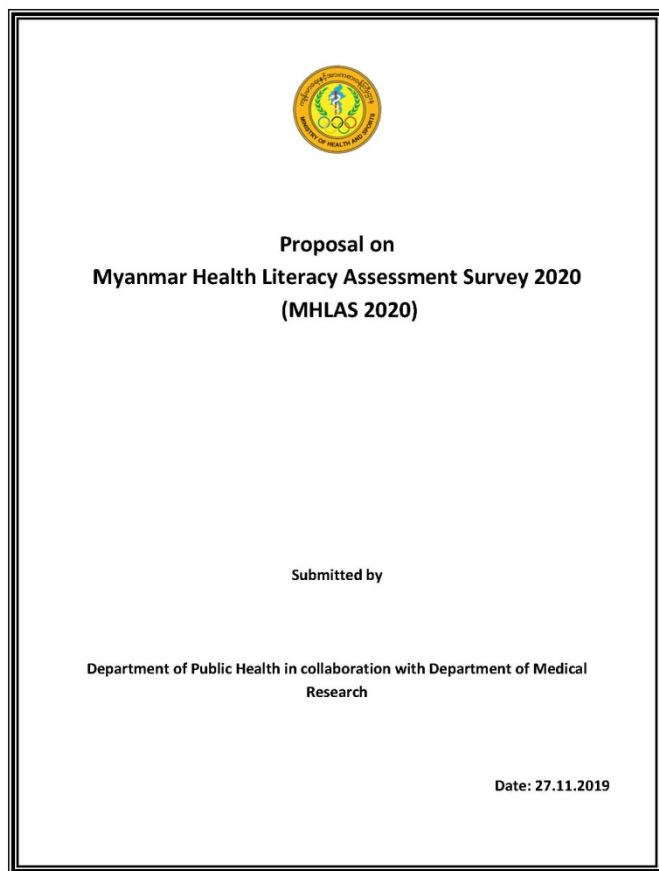


3.6 Publication of cross cutting HLP products such as Standardized Health Messages version 2.0, MoHS calendar (contd.)

- Translation of 53 ethnic languages (SHMB 1.0) (now 19 languages approved by ethnic affairs and culture committees)
- BHS guideline for health literacy promotion will be published in early 2020 with the collaboration with EPI+ program (latest guideline in 1996)
- Development of MoHS key messages (3 published, 7 in the pipeline)
- Assisted IEC production / field testing / video productions / information disseminating activities (total of 17 IEC productions)



3.7 Health Literacy research and development



- MHLAS proposal is submitted to the MoHS
- Tool - **The Information and Support for Health Actions Questionnaire (ISHA-Q)** with 14 core competencies assessment and 60 questionnaire



3.7 Health Literacy research and development (cont.)

Core competencies assessment in MHLAS (ISHA-Q)

1. Support for health in the community
2. Ability to access health services
3. Communication skills to get what you want from health professionals
4. Family support for health
5. Ability to access health information
6. Recognizing rights
7. Evaluating trustworthiness of health information
8. Taking responsibility for own health
9. Physical/travel barriers to taking care of health
10. Eating for good health
11. Exercising for good health
12. Managing stress
13. Using medicines
14. Using herbs and supplements

**Baseline data -> NSP for
HLP (2020-2025)**

The questionnaire set consists of -

- Supports and abilities scales (37 questions)
- Barriers scale (4 questions)
- Health actions scales (19 questions)



4. QR code HLP project launching

❑ What is QR (Quick Response) codes

- A QR Code is a two-dimensional barcode that is readable by smartphones. It allows to encode over 4000 characters in a two dimensional barcode. QR Codes may be used to display text to the user, to open a URL, save a contact to the address book or to compose text messages.
- first designed in 1994 for the automotive industry in Japan
- QR Codes are an active part of industries like retail, education, pharmacy and now **health care**.



4. QR code HLP project launching contd. 1

- HLPU application of QR in hospital health literacy promotion



ဤနေရာကို Scan ဖတ်ပေးပါ

သင် သို့မဟုတ်) သင့်မိသားစုတွင် ဆီးချိုသွေးချို ရောဂါ
ခံစားနေရပြီလား ?

ဆီးချိုသွေးချိုရောဂါသည်လူတိုင်းတွင်ဖြစ်နိုင်ပါသည်။

(၁) ရှိသင့်သည့်ခန္ဓာကိုယ်အလေးချိန်ထက်ပိုနေသူများ၊
အဝလွန်သူများ

(၂) ဆီးချိုသွေးချိုရောဂါမျိုးရိုးရှိသူများ

(၃) ကိုယ်ကာယလှုပ်ရှားမှုနည်းသူများ၊ အထိုင်များသူများ

ဆီးချိုသွေးချိုရောဂါနှင့်စပ်လျဉ်း၍ပိုမိုသိရှိလိုပါက တဖက်ပါ
QR Code ကို Scan ဖတ်၍ဝင်ရောက်ကြည့်ရှု နိုင်ပါသည်။



4. QR code HLP project launching contd. 2



THE REPUBLIC OF THE UNION OF MYANMAR
MINISTRY OF HEALTH AND SPORTS



MoHS

Union Minister's Speeches

Information Repository

Health Services in Rakhine

New

DIABETES (ဆီးချိုရောဂါ)

ကျန်းမာရေးအသိပညာပေး လက်ကမ်းစာစောင်နှင့် ပို့စတာများ

စဉ်	မိမိဖတ်ရှုလိုသည့် ခေါင်းစဉ်ကို နှိပ်ပါ
၁	ဆီးချိုသွေးချိုရောဂါအကြောင်း သိကောင်းစရာ (လက်ကမ်းစာစောင်)
၂	ဆီးချိုသွေးချိုရောဂါအကြောင်း သိသင့်သမျှ (လက်ကမ်းစာစောင်)

Diabetes - ဆီးချိုလမ်းညွှန် (Diabetes Guide Myanmar) Mobile Application:

Download Link for Android devices,

<https://bit.ly/2phr2tn>

Download Link for iOS devices,

<https://apple.co/2qeebsj>



4. QR code HLP project launching contd. 3



ဤနေရာကို Scan ဖတ်ပေးပါ

သင် သို့မဟုတ်) သင့်မိသားစုတွင်သွေးတိုးရောဂါ
ခံစားနေရပြီလား ?

အသက် ၄၀)ကျော်လာပါက
သင့်တွင်သွေးတိုးရောဂါဖြစ်နိုင်ခြေ
ပိုမိုများပြားလာပါသည်။

သွေးတိုးရောဂါဖြစ်ပွားပါက-----

၁) လေဖြတ်ခြင်း

၂)နှလုံးရောဂါဖြစ်ခြင်းနှင့်

၃)အသက်သေဆုံးခြင်းတို့ ဖြစ်ပွားနိုင်ပါသည်။

သွေးတိုးရောဂါနှင့်စပ်လျဉ်း၍ပိုမိုသိရှိလိုပါက တဖက်ပါ
QR Code ကို Scan ဖတ်၍ဝင်ရောက်ကြည့်ရှု
နိုင်ပါသည်။

4. QR code HLP project launching contd. 4

HYPERTENSION (သွေးတိုးရောဂါ)

ကျန်းမာရေးအသိပညာပေး လက်ကမ်းစာစောင်နှင့် ပို့စတာများ

စဉ်	မိမိဖတ်ရှုလိုသည့် ခေါင်းစဉ်ကို ခိုပ်ပါ
၁	သွေးတိုးရောဂါလိကောသီးရော
၂	သွေးတိုးရောဂါကာကွယ်ပါ

ရုပ်သံဗီဒီယိုများ



4. QR code HLP project launching contd. 5



ဤနေရာကို Scan ဖတ်ပေးပါ



QR code for 20th Myanmar Traditional Medicine Practitioners' Conference and Seminar



Ministry of Health and Sports
Events

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20th Myanmar Traditional Medicine Practitioners' Conference and Seminar

Event Type
Conference

Venue
MICC 2, Nay Pyi Taw, Myanmar

Date
12-13 December 2019



20th Myanmar Traditional Medicine
Practitioners' Conference and Seminar

12-13 December 2019

Nay Pyi Taw



Way forward for QR codes in HLP

- HLPU website (icon will be put in the MoHS website)
- Deployment of QR codes in Hospital wards (Medical, Pediatric, Oncology, OG and Surgical wards) (DMS)
- Training of Hospital Receptionists / Medico social workers(DMS)
- Training of assigned health / hospital staff through cascade of training method (DMS/DPH)
- QR networking with SHMB 2.0 (promote utilization in DPH, DFDA, DTM and DSPE)



Thank You.



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