

PERU

Building Health Communication Capacity

The CHANGE project carried out a competencies-based approach for strengthening health communication capacity. A competencies-based approach identifies the tasks required by a specific job and the skills needed to perform those tasks. Competencies include motivation, personal traits, skills and knowledge. Learning skills and knowledge are insufficient if they are not applied in actual work. Competencies are mobilized skills and knowledge. Program goals were to develop maps of competencies for health communication and development professionals; and implement competency-based approaches in partnership with educational institutions.

2003 Program Highlights

1. Organized a network of universities focusing on Health Communication

Network participants included:

- Consorcio de Universidades
- Universidad Nacional de San Cristobal de Huamanga, Ayacucho
- Universidad Nacional de San Antonio Abad del Cusco
- Universidad Nacional Hermilio Valdizan, Huanuco
- Universidad Nacional del Centro del Peru, Junin

- Universidad Nacional de Trujillo, La Libertad
- Universidad Nacional Daniel Alcides Carrión, Pasco
- Universidad Nacional de San Martín, San Martín
- Universidad Nacional de Ucayali, Ucayali

University staff involved in activities (faculty, authorities, researchers, students) per region:

- Ayacucho: 16
- Cusco: 14
- Huanuco: 5
- Junin: 14

- La Libertad: 14
 - Pasco: 4
 - San Martin: 11
 - Ucayali: 4
2. **Developed maps of communication competencies for health personnel (health promoters, technical staff, physicians, health administrators) and implemented training modules in six regions (Ayacucho, Cusco, Huanuco, Junin, La Libertad, San Martin).**
 - 42 trainers were trained in 4 workshops
 - 186 participants conducted a diagnosis of communication needs in local health programs in 6 workshops
 - 24 workshops were conducted
 - 981 health professionals participated
 3. **Developed maps of competencies for radio journalists and designed and implemented modular training workshops in six regions (Ayacucho, Cusco, Huanuco, Junin, La Libertad, San Martin)**
 - 93 journalists participated
 - Radio health segments were produced
 - Networks were formed of journalists in Ayacucho, Huancayo and Trujillo
 - Faculty and students in San Martin worked on radio programs produced for free by a local radio station
 4. **Established a Masters (M.A.) program in Health Communication**
 - Maps of competencies and curricula were developed for different MA program tracks (management, public health, communication, and social sciences)
 - Program received support from four deans from the Consorcio and eight regional university vice-presidents
 - Proposal completed and submitted for consideration of participating universities
 5. **Set up research grants program on health communication**
 - Four interdisciplinary teams (five researchers on each team) participated on research projects
 - Four research projects were completed in three regions (Ayacucho, Cusco, La Libertad)
 6. **Organized an internship program**
 - Internships were organized in four regions with twelve organizations participating including MOH offices, hospitals, NGOs and radio stations.
 - Interns (12) received technical assistance from local faculty
 7. **Completed workshops on culture and health communication**
 - Four workshops were held in Trujillo, Ayacucho, Pucallpa, and Lima with 132 participants

8. **Met with media producers and academic specialists to discuss education-entertainment experiences in Peru and Latin America. Forty-two participants attended.**

Capacity building achievements in 2003

- Developed network of universities
- Strengthened local capacity (institutions, faculty and students) and critical mass of health communication professionals
- Implemented collaborative projects among universities, government, NGOs, and civil society
- Developed and implemented a competencies-based approach

Summary

There were 1778 participants in 7 activities in 8 regions during 2003.

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