

# Education/awareness

Information, education and communication (behaviour change programmes) are key requirements for successful prevention and treatment programmes. Members of the APG recognise that true access also requires patients to understand their treatment and treatment options.

The programme, “*A Development of Sexual and Reproductive Health Services for Thai Adolescents*” was developed in 2004 by Organon, a part of **Schering-Plough**, to promote improved sexual and reproductive health among adolescents in Thailand. This initiative is a public-private collaboration between the company, the Thai Department of Health, the Institute of Health Research of the Chulalongkorn University and the Rajabhat Bansomdej Chaopraya University in Bangkok, designed to promote a healthy attitude towards reproductive health amongst adolescents.

A sexual and reproductive health education curriculum was developed and implemented for adolescents and teachers in more than 40 secondary schools and six major universities. The curriculum includes education modules for students and training for the teachers required to deliver the information. Additionally, the programme includes a short counselling course for teachers in the area of general and sexual health problems. In response to evidence that peer models are effective in reaching young people, the programme also features a training course for peer helpers.

In sub-Saharan Africa, **Bristol-Myers Squibb** supports the *Secure the Future* educational initiatives which extend from theatrical troupes that tour villages to promote HIV and sex education and awareness, to programmes offering economic opportunities and training for the grandmothers who have now become the caregivers for many of the millions of AIDS orphans in the region. In short, not only has capacity been built, but *Secure the Future* shows how communities can mobilise and maximise existing infrastructure in the fight against HIV/AIDS.

To address the demand for well-trained and knowledgeable professionals, Tibotec, in collaboration with the **Johnson & Johnson** UK Corporate Social Responsibility committee, sponsored two students from developing countries for the 2005/2006 Global Health MCs course at Oxford University. Similarly, for the 2006/2007 academic year, four students from Chad, South Africa, and Kenya are at Oxford.

The goal of this one-year course is to develop new leaders in international health who can apply and disseminate the skills and principles of global health in their home countries. The course provides teaching modules in principles of epidemiology, the challenges in global health, and health policy and public health. It also focuses on global pandemics and diseases endemic to resource-poor settings. Scholars for the 2005/2006 programme have demonstrated extensive clinical and managerial experience and success, and a commitment to research and the promotion of health in disadvantaged communities.

On completion of the MSc programme, Hellen Magige, an Oxford scholar from Dar es Salaam, returned to work in an HIV/AIDS monitoring and evaluation office for CDC Tanzania. “*The knowledge on public health I garnered from the MSc course has become a very useful tool in my new position,*” said Ms Magige. “*The MSc Global Health Science courses have also given me the necessary skills to work in the health care sector which, presently, has inadequate personnel in Tanzania.*”

The International Trachoma Initiative (ITI) was founded in 1998 by **Pfizer** and the Edna McConnell Clark Foundation to treat



## Education/awareness

and prevent blinding trachoma, the world's leading cause of preventable blindness. According to the World Health Organisation (WHO), 63 million people suffer from trachoma infection and eight million people are visually impaired or blind as a result of trachoma. ITI supports the implementation of the WHO-recommended **SAFE** strategy, a comprehensive public health approach that combines treatment with prevention, involving sight-saving **Surgery**, mass treatment with the Pfizer-donated **Antibiotic**, **Facial cleanliness**, and **Environmental improvement** to increase access to clean water and improved sanitation. ITI collaborates with a host of agencies and governmental and non-governmental organisations at international, national and local levels. The ITI is currently active in 15 countries. It has trained thousands of healthcare workers to perform more than 328,000 surgeries to treat advanced cases of trachoma and administered 74 million treatments of antibiotic since 1998.

With the support of the ITI, Morocco became the first country to complete the campaign for trachoma control in 2006, and is now working toward WHO certification to signify that blinding trachoma has been eliminated as a public health problem.

- It is clear from research conducted by the International Council of Nurses (ICN) that healthcare workers move for various reasons, including poor access to continuing education and the equipment necessary for them to do their job. By working through the local nursing, physician and hospital associations in developing countries, **Lilly** is helping to strengthen the capabilities of healthcare personnel and facilities: including hospitals, clinics and laboratories.

As this healthcare infrastructure is strengthened, the salaries and benefits for healthcare workers will be improved resulting in less migration abroad. Since the Lilly multi-drug resistant tuberculosis (MDR-TB) partnership is training healthcare workers in one of the major global pandemics, and there is large and growing financial assistance for TB and MDR-TB from global donors, support facilities for health professionals are improving. Thus, the migration issue will improve for the benefit of developing countries.

Following the previous successes of the **Abbott** Fund supported Romania clinic, the Children's Clinical Centre of Excellence, Malawi, opened in November 2006. The Centre provides state-of-the-art medical treatment, including anti-retroviral therapy and is being funded by a \$2.2 million grant for construction and ongoing operations from the Abbott Fund. Additional Baylor paediatric HIV clinics have opened with the help of other donors in Botswana, Lesotho, Swaziland and Uganda, and will

soon open in Burkina Faso and Kenya. The network of clinics collectively treated more than 12,000 children with HIV by the end of 2006.

Fostering the growth of haemophilia care in developing countries is one of the most important objectives of the World Federation of Haemophilia (WFH). Since 2000, **Wyeth** has been an exclusive sponsor of the WFH *Twining Program*, an example of Wyeth's commitment to helping people with haemophilia in developing countries.

Wyeth's partnership with WFH has helped establish active links between haemophilia centres in established and developing countries to share expertise in such areas as haemophilia diagnosis, care and support.

Wyeth is also a member of the Global Alliance for Progress in haemophilia, which was launched by WFH on World Haemophilia Day in 2003 to help close the gap in haemophilia care between developing and developed countries.

It is **clear** from **research** conducted **by** the **International Council of Nurses (ICN)** that **healthcare workers move** for various **reasons**, including **poor access** to continuing **education** and the **equipment** necessary for them **to do their job**.