

WHO Model country Action plan

Focus Area 3: Awareness raising and information campaigning

Objective	Outcome	Activity	Stakeholders	Lead Responsibility	Timescale
Build and maintain leadership from all sectors of society to promote and support the action plan goals.	Partnership for IAP built among key players from society, the private and the public sector.	Building partnerships with leaders in all sectors of society, politics and industry to promote and support the action plan goals created and maintained.	Ministry of Health, WHO, relevant leaders of society, politics and industry	IAP working group/Steering Committee	Introduction phase
Develop training strategies and materials for key persons at local and district level.	Training strategies adapted by Working group/focal persons for district and community level.	Adapt WHO training material for pilot district focal persons to be trained at central level.	IAP working group, Ministry of Health, WHO, district focal persons	IAP working group	Introduction phase
1. Provide a comprehensive package of information and services to the 1. Health sector: a) medical faculties and nursing schools b) hospitals and health practitioners c) primary health care centers	a) In X% of medical faculties and nursing training colleges: Relevant curricula including information on IAP developed.	Include IAP in relevant curricula of universities and nurses training colleges.	Ministry of Health, universities, nurses training colleges, WHO	IAP working group	Implementation phase
	b) In X% of hospitals: doctors, health practitioners and nurses receive locally adapted guidance to inform their patients on how to reduce or prevent IAP exposure.	Develop and distribute locally adapted guidelines (brochures, slide kits etc) based on WHO guidance to train doctors, nurses and health care practitioners.	Ministry of Health, WHO, primary health care representatives and other medical services at local and community level	IAP working group	Implementation phase

2. Education Sector	c) In X% of primary health care centers: professionals receive locally adapted guidance to inform their target groups on how to reduce or prevent IAP exposure.	Develop and distribute comprehensive information material for patients exposed to IAP based on WHO guidance to doctors, nurses and health care practitioners.	Ministry of Health, WHO, primary health care representatives and other medical services at local and community level	IAP working group	Implementation phase
3. Private Sector	Awareness raised through information material disseminated to the education sector.	Initiate in an integrated approach with other environmental health issues and health behavior programmes (such as the Global School Health Initiative) a programme to provide information material on how to reduce or prevent IAP exposure and training through universities to school teachers.	Ministry of Health, Ministry of Education	IAP working group	Implementation phase
4. Communities, local groups and faith-based organizations	Awareness raised through information material disseminated to all relevant industry sectors.	Awareness raised through information material developed for and disseminated to all relevant industry sectors for further dissemination and information to employees to prevent IAP in households. Training and training material should recognize local diversity of needs.	Ministry of Health, WHO, private sector leaders	IAP working group	Implementation phase
5. Media	Awareness raised through information material disseminated to communities.	Training material developed in cooperation with local groups (mayors, NGO', women's groups and other local leaders) and provided to households in X communities. Training and training material should recognize local diversity of needs.	Ministry of Health, WHO, community leaders, Civil Society	IAP working group	Implementation phase
	Awareness raised through information material disseminated to faith-based	Initiate programmes to provide information material on how to reduce or prevent IAP exposure to X% of faith-based organizations.	Ministry of Health, representatives from faith-based	IAP working group	Implementation phase

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Awareness raised through information material disseminated to the main national and local media channels.	Develop through media campaigns in television, radio and press a strategy to recurrently promote open discussion on the health risks associated with solid fuel use or inadequate cooking systems and market solutions (such as behavior changes, stove improvement, ventilation techniques and use of clean fuels) that are available to reduce IAP.	Ministry of Health,	IAP working group	Implementati on phase

Excerpt from:

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