A Glance at the Health Literacy Promotion in Myanmar
Presentation Outline

• The name” Health Literacy Promotion Unit”

• Host country of SEAR meeting followed by Capacity Building Workshop

• Foundation of uniform health messages

• Innovative Approach to Naga Ethnic Group

• Exercising Community Consultative Meeting

• Challenges and Opportunities
Ministry of Health and Sports, Myanmar officially changed the name of Health Education Division under Department of Public Health into Health Literacy Promotion Unit on 3rd July, 2017.
Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development
Health literacy empowers and drives equity

Health literacy empowers individual citizens and enables their engagement in collective health promotion action. A high health literacy of decision-makers and investors supports their commitment to health impact, co-benefits and effective action on the determinants of health. Health literacy is founded on inclusive and equitable access to quality education and life-long learning. It must be an integral part of the skills, and competencies developed over a lifetime, first and foremost through the school curriculum.

We commit to

• recognize health literacy as a critical determinant of health and invest in its development;
• develop, implement and monitor intersectoral national and local strategies for strengthening health literacy in all populations and in all educational settings;
• increase citizens’ control of their own health and its determinants, through harnessing the potential of digital technology;
• Ensure that consumer environments support healthy choices through pricing policies, transparent information and clear labelling.
South-East Asia Regional Meeting on Health Literacy for Health and Well-being in SDG Era
(4th-6th July 2017, Naypyitaw, Myanmar)

Union Minister for Ministry of Health and Sports giving opening speech
South-East Asia Regional Meeting on Health Literacy for Health and Well-being in SDG Era
Capacity Building Training on Health Literacy Promotion
(11th-14th July, 2017, Naypyitaw, Myanmar)
Union Minister for Ministry of Information
Reading the Felicitation from State’s Counsellor (23rd Nov; 2017)
Inauguration: Union Minister of MOHS, WR Myanmar and CR of UNICEF
Group Photo Session
First Lady at Booth Exhibition of Launching Ceremony (23rd Nov; 2017)
Background Information

• Health messages are being disseminated through different channels by different organizations

• Needy to have a Reference to be used in uniformity

• By standardizing the health messages, not only INGOs/NGOs and CBOs will have easy reference to develop IEC, but also EHOs will be able to develop IEC in their respective local languages

• Need of developing standardized health messages not only for IEC but also for further public health communication intervention
Objectives

• To provide **standardized health messages** for EHOs, UN agencies, INGOs/NGOs, CSOs, FBOs, Media agencies and CBOs in production of information education communication materials

• To provide a **reference for Basic Health Staff** in provision and facilitation of health education and health promotion activities

• To encourage production and dissemination of health information messages in **different ethnic languages**
Chapters in SMB
Chapters in SMB cont.
SMB will be for developing

- **Print materials** – poster, pamphlet
- **Training/job aids** – flipcharts, cards, manuals
- **Mass media** – TV spots, radio spots
- **Interpersonal communication activities**
- **Ultimately** – *any kind of communication interventions based on the need of local community*
Ways Forward with SHMB

• Workshop with Ethnic Health Organizations- Priority Settings as to local health problems
• Semi-Launching Events at States and Regions (Kayah State and Sagaing Region)
• Capacity Development of Basic Health Staff using SHMB
• Coordination with Ministry of Ethnic Affairs for Translation into Major Ethnic dialects (in March, 2018)
• Workshop on effective utilization with INGOs/NGOs/CSOs and different Media
At the Parliament, Union Minister mentioned promoting Health Literacy of people started from access to right information.
Innovation for Naga Ethnic group: HL Ambassador appointed by Regional Government of Sagaing
Developing health knowledge, beliefs and decisions (health literacy)

Health services

Health service awareness of the nature of community conversations

Inform government programs
- Peer groups
- Role models

Commercial advertising
- Public communication

Community conversations about health

Responsibility for own health
Helpful versus unhelpful beliefs
Practical action

Trial and error decision-making

Health services invite openness and questions and become participants in the discussion conversations

Health services offer advice based on an understanding of how people are thinking
Community Consultative Meeting,

H5N1 and H1N1 Outbreak,
Tanintharyi Region, July, 2017
Challenges

Within Health System
- Limited HR in place at central, S/R, Districts
- Capacity building on HL skills

Outside Health System
- Diversity (Geographical, Ethnicity, etc.)
- Natural Disasters (floods, storms and earthquakes)
- Conflict areas
Opportunities

Within Health System

✓ Priority area of MOHS
✓ New organization set-up, improved infrastructures of health centers
✓ Support of partner agencies (WHO, UNICEF, UNFPA, World Bank)
✓ Technical support from int’l HL leading academia
✓ Strong collaboration with academic institutions (DMR, UPH and UCH)
Opportunities

Outside Health System
- Political commitment
  “Together with People”
- Collaboration with related sectors
  (Ethnic Affairs, Education and Information)
- Improved role of media communication
Comments and Recommendations for Health Literacy Promotion among our community.
Thank you so much for your kind attention.