

# WHO European Public Health Leadership Course

Enhancing competencies, embracing values and empowering  
evidence-based decisions to become public health leaders



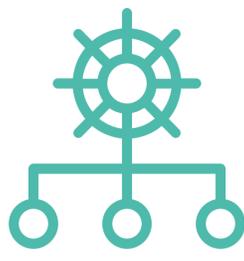
Bordeaux, France  
13–24 November 2023

The WHO European Public Health Leadership Course is designed for public health professionals, and focuses on leadership, innovation, governance, self-management and professional growth. It aims to strengthen participants' leadership competencies by incorporating leadership frameworks, innovative approaches and public health leadership insights.

The second iteration of the Leadership Course was co-developed by the WHO Regional Office for Europe and the University of Bordeaux, specifically its School of Public Health (ISPED) and Digital Public Health Graduate Program, in collaboration with the Bordeaux Population Health Research Centre of the French National Institute of Health and Medical Research (Inserm) and the Care and Public Health Research Institute (CAPHRI) of Maastricht University.

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# Course details

## Duration

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The Leadership Course will take place over two weeks from 13 to 24 November 2023:

- ▷ Week 1 (13–17 November): distance and online learning content (part time, 3 hours per day)
- ▷ Week 2 (20–24 November): in-person content (full time, 6 hours per day).

## Location

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The in-person week (Week 2) will be held in Bordeaux, France, at the School of Public Health (ISPED) of the University of Bordeaux, 146 rue Léo Saignat, 33076 Bordeaux.

## Language

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The Leadership Course will be delivered in English. Fluency in English is a prerequisite for participants to ensure effective comprehension and articulation of public health concepts, and active engagement with other participants.

## Programme outline

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Experts from different fields of public health, leadership and innovation will be invited to share their expertise and insights in relation to the different topics covered in the Leadership Course to inspire and support participants to develop their competencies.



# Why a course on leadership is essential for public health

With the increasing complexity of public health challenges globally, public health professionals need to be able to identify public health risks across the whole spectrum of human activity. To avert health crises, prevent the spread of diseases and minimize their impact, they also need to clearly communicate public health concepts, influence the population, motivate policy-makers, stimulate peers and engage with stakeholders from multiple sectors.

To do so effectively, public health professionals require leadership competencies that are best developed through a continuously evolving process of learning and collaboration, which involves self-reflection and personal as well as professional growth. Such a process enables public health leaders to be evidence-based, values-driven, collaborative, accountable, transparent, visible, and able to build trust with the population, policy-makers, peers, organizations and authorities.

The WHO European Public Health Leadership Course aims to strengthen the public health leadership capacities of Member States of the WHO European Region by supporting public health professionals in acquiring these valuable competencies. In doing so, it contributes to a growing community of practice in the Region, where innovative and transformational leadership in public health will pave the way for a sustainable, healthy future.



# What participants will gain by engaging successfully with the Leadership Course

During the Leadership Course, participants will:

- ▷ engage with and learn from leadership experts from different backgrounds;
- ▷ expand their perspectives and gain innovative insights into public health topics;
- ▷ improve their self-awareness and confidence to lead with impact;
- ▷ boost their personal and professional global networks;
- ▷ appreciate the value of collaboration in a team environment; and
- ▷ develop their potential for effective leadership.

After the Leadership Course, participants will have the skills needed to:

- ▷ gain an overview of global and regional public health challenges;
- ▷ acquire a deeper understanding of the causes of public health challenges;
- ▷ critically examine the latest evidence on the factors impacting public health;
- ▷ conceptualize aspects of leadership and tools used in public health leadership;
- ▷ apply theory in practice;
- ▷ exercise public health policy development and implementation strategies;
- ▷ self-assess their competence and skills;
- ▷ grow personally and professionally through collaborative processes and mentoring;
- ▷ foster change in public health leadership at local, subnational and national levels; and
- ▷ contribute at the European level to the creation of a public health innovation network.



## Online week

Participants will have access to a digital learning platform to access materials and resources needed for interactive online learning.

### Discussion forums

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Participants will be able to interact with one another to share knowledge and explore ideas through built-in discussion forums. A facilitator will help to guide the discussions.

### Learning area

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In this section, participants can:

- ▷ access reading materials, infographics and videos in preparation for lectures;
- ▷ follow prerecorded or live lectures; and
- ▷ assess their comprehension and reflect on what they have learned through quizzes.

### Problem-based learning (PBL)

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PBL is a practice- and competence-based learning methodology with a participant-led approach. Participants acquire competencies and problem-solving skills through an iterative process while working on real-world cases or hypothetical cases proposed by the facilitators. Participants are encouraged to construct their own learning objectives to solve the problem presented to them in the time allocated.

In the Leadership Course, PBL will be applied to help participants acquire effective leadership competencies and skills, define a common standard of leadership in public health, and discuss the main competencies that leaders need, all while applying their new knowledge in the area of communication. Evaluation of participants' comprehension and work will be carried out using relevant scales.



## In-person week

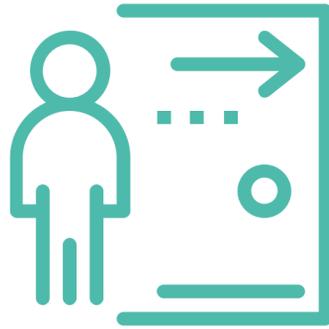
The in-person week will be an excellent opportunity for participants to focus on developing their leadership skills through practical and interactive exercises carried out with their peers and lecturers. In addition to problem-based learning (PBL), simulation-based learning (SBL) with coaching sessions will be used.

SBL reproduces real-life characteristics of situations, circumstances and events and creates an experiential learning environment. It allows learners to map the limitations and identify the complexities of situations and work their way towards a solution.

In the Leadership Course, SBL will be applied to help participants absorb knowledge and acquire practical skills. The emphasis will be on interaction among peers and different stakeholders towards reaching consensus for innovative approaches. Participants will learn how to:

- ▷ develop their leadership competencies;
- ▷ cope with stressful and emergency situations; and
- ▷ build trust and communicate effectively with others.

Lectures will be accompanied by workshops and team-building activities throughout the week.



# Final exam and certification

Participants will undergo evaluation through multiple choice questions, short assignments, group discussions, engagement, and a final project and exam.

Upon successful completion of the course and the evaluation process, participants will receive certificates from the organizing institutions.

This will be contingent on active participation in live workshops, engagement with prerecorded lectures on the online platform, contribution to discussions during facilitated live sessions and panel discussions, and completion of assigned exercises.



# Participant selection criteria

The Leadership Course is designed for and tailored to public health professionals, trainees, and professionals working in public health organizations and public health-related fields. Candidates and nominees should have:

- ▷ a postgraduate degree or specialization in a public health-related field (ongoing or completed); or
- ▷ at least five years of professional experience in a public health-related field.

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