

HEALTH ACTION INFORMATION NETWORK (HAIN)

Since its establishment in 1985, the mission of Health Action Information Network (HAIN) is to provide and advocate for the use of objective and timely information on health issues that would contribute to community transformation.

HAIN started as an information and research center of community-based health programs (CBHPs) in the Philippines. Through the years, HAIN's work has expanded to include training and education activities for a wide range of participants including health professionals, reproductive health advocates, health science students, women's groups, LGBTs, and media practitioners throughout the country.

With 25 years of conducting training-workshops, HAIN has developed the expertise and gained credibility to enhance the capabilities of its target participants through its Training Academy. Under this program, it aims to equip and harness knowledge and skills of participants for strategic communication and information approaches.

HAIN TRAINING ACADEMY

The Training Academy was formed to serve as a learning hub for developing new methodologies and strategies, and in utilizing technology for simplified teaching of different health issues in the community. HAIN conducts training programs to enhance capacity development for advocacy, research and training that would hone leaders to become valuable health educators and advocates.

Training workshops for grassroots and communities are similarly conducted to impart to the people the knowledge, attitudes and skills that are necessary in improving the people's health. This provides the opportunity for HAIN to propagate its framework in health education which places emphasis on a holistic primary health care approach where socio-economic and political factors are regarded as highly important to attain quality state of health.

Contact information:

Health Action Information Network (HAIN)

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Health
Action
Information
Network



HEALTH ACTION INFORMATION NETWORK
26 Sampaguita Avenue, Mapayapa Village II,
Brgy. Holy Spirit, Quezon City
Philippines 1127

25 years
of Serving Communities
through Health Information



**THE
SMART CHART
APPROACH**



Health
Action
Information
Network

*A Securities and Exchange Commission (SEC) Registered
and Philippine Center for NGO Certification (PCNC)
Accredited Non-Government Organization

Developing a STRATEGIC COMMUNICATIONS PLAN

THE SMART CHART APPROACH

Rationale

Communication is a vital key that determines people's knowledge, attitude and practices. It utilizes ideas that stipulate and shape minds. A well-planned and powerful communication strategy spurs people to action. New and better ways of reaching out can usher transformation. In this endeavor, the Health Action Information Network (HAIN) is committed to pursue its mission to contribute to the use of systematic and effective communications approaches.

Course Description

The Smart Chart approach was developed by the Spitfire Communications, a communications consulting firm based in Washington, D.C. USA. This workshop is being conducted in the United States of America, Mexico, and Europe with good success. They have also promoted this workshop to developing nations such as India, Pakistan, Ethiopia and Nigeria. Smart Chart is tailored to train individuals involved in advocacy, information, communication and media related activities of the organization. HAIN has been conducting this workshop since 2006, and has published its own version of the Smart-Chart manual entitled "Breaking Through the Noise: An Introduction to the Spitfire Smart Chart II." This manual is an adaptation of the Spitfire Smart Chart that cites communication experiences and examples that are specific to Philippine context.

This two days activity is facilitated by a field of experts in communication, education and advocacy that covers the following topics:

- Program decisions on goals, decision makers and impact indicators
- Context on internal and environment scan
- Strategic choices on target audience, approaches and outreach tactics

Learning Objectives

At the end of the training course, the participants will be able to:

- Align communication goals and tactics with project goals
- Implement more effective campaigns
- Use resource effectively
- Keep track of progress status and make timely and informed decisions
- Plan strategically, logically and realistically
- Determine the best tactics in attacking problems
- Determine and anticipate situations
- Come up with messages that result to active response and action from people

Learning Methods

This two days activity uses interactive teaching and learning strategies such as lecture discussions and individual or group hands on application.

Who should attend

This course is open to individuals involved in communication, information dissemination and advocacy activities.

Course fees

Fees are modified according to the training needs of the participants. A minimum of 25 participants is required.

How and when to apply

Application forms can be downloaded from HAIN website (www.hain.org), and sent by fax or email. For further inquiries please contact:

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PRE-REGISTRATION FORM

Name _____ Age _____

Contact No _____ Sex _____

Address: _____

Profession _____

Company Name _____

Company Address _____

_____ Industry: _____

Civil Status

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Single | <input type="checkbox"/> Married |
| <input type="checkbox"/> Widow | <input type="checkbox"/> Separated |
| <input type="checkbox"/> Others: _____ | |

Highest Education Attained

- | |
|---|
| <input type="checkbox"/> Elementary |
| <input type="checkbox"/> High School |
| <input type="checkbox"/> Vocational |
| <input type="checkbox"/> College |
| <input type="checkbox"/> Masteral/Post Graduate |

Interest in Strategic Communication Planning

Describe your current work

What is your objective in attending this training?

What is your current need in the training?

How will you apply this training in your work/community?

Thank you for pre-registering.

Kindly fax, email or mail completed form to HAIN.