

Project Title *NGO Knowledge Base and Evaluation Toolkit*



Objective

To create a knowledge base of best practices in health promotion with a specific focus on community assets and culture, and to develop a toolkit for evaluating their value and effectiveness.

Health Promotion

Sustainable health promotion demands a complex, inclusive interaction between government and private sector institutions, public health facilities, skilled health personnel, and access to both modern and traditional medical and educational resources. Additionally, all factors must work with individuals taking responsibility for their own health.

The context in which this interaction functions is largely determined by community assets and cultural dynamics, and by the social and economic determinants that condition health. Health for all depends not only on understanding the basic factors that condition healthy outcomes globally, but also on paying greater attention to the context in which they take place. It implies leveraging the positive environmental elements and limiting the negative.

Implementation Gaps

Quantitative research concerning public health measures and the social and economic determinants of health are well documented. However, A4HP research points to significant gaps in our understanding of how differing environments affect health outcomes. There is a lack of information to guide grassroots development, the area in which NGOs are most active. In addition, our NGO partners frequently lack the resources necessary to evaluate such factors. This hinders their ability to make evidence-based programming decisions or to demonstrate value to stakeholders and donors in the interest of replication.

Addressing the Challenge – The Alliance project

The Alliance for Health Promotion, A4HP plans to address the omission by developing a knowledge base of best practices in health promotion focussing specifically on community assets and cultural dynamics. It will then create and promote a toolkit to demonstrate the value of assessing qualitative as well as quantitative evidence.

Phase One

Phase one of the Project will mobilise A4HP international, regional, national and local networks of grassroots organisations to collect data identifying the role of community assets and cultural dynamics. This research will determine the nature of the evaluation toolkit which will be available by May 2011.

Phase Two

In phase two, the Alliance will work with NGO partners to apply the evaluation tools and replicate best practices.

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