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# INTRODUCTION OF THE NEW MASTER PROGRAM IN PUBLIC HEALTH MANAGEMENT

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# BACKGROUND



- there is a need for a better- trained public health workforce
- traditional bio- medical and health oriented approaches
- insufficient to address current and forecasted local and global health challenges
- The fragmented and insufficient public health approaches is particularly demanding in Palestine

# PUBLIC HEALTH IN PALESTINE



- Fragmented public health sector- public, private, NGOs, UNRWA
- Lack of the management factors is indeed an obstacle
- Public health communications
- Public health strategic planning
- Use of technology and health related information
- Evidence- based public health policies

## RESPONSE TO THE NEEDS



- introduce programs focusing on related skills and disciplines, including public health strategic management, economics, negotiation and communication.
- Mutual recognition of qualifications and education systems, and health systems needs
- Knowledge and research transition to actions and policy

- Quantitative and in-depth analysis for the stakeholder
  - academic and non-academic
- three sections
  - General Information – Public Health
  - For Public Health Practitioners
  - For educational staff

# ASSESSMENT STUDY



- most programs lack practical and applicability aspects
- do not meet the requirements for the evolving needs of public health and community health needs
- public health management according to the assessment was only covered as a single course in a wider public health programs
- No institutional plans for inclusions and development.

- **vital issue for strengthening public health facilities**
  - better access and coverage
  - cost-effective health services, and promoting public health in general
  - developments in emerging technologies

# ASSESSMENT STUDY



- Public health policy, strategic management and commissioning, and health service management, cultural related issues and health information systems are major focus areas
- wide gap between their knowledge and the perceived importance of these core areas of public health management.



# ASSESSMENT STUDY



- a postgraduate program is the most preferable tool and method for training
- such program will improve their efficiency and competencies at their current professions.
- effective also in designing better health service delivery settings by policy makers and public health
- developing better public health programs, health delivery settings, and utilize technology in public health.

# CONCLUSION



- program in public health management will has great benefits on different levels
  - health services
  - public health strategies
  - health policies
- core area which the program should focus on and to be uniformed across partner institutions



# Thank you