

THE UNION MIDDLE EAST REGION IN 2016



Delegates participate in a WHO workshop at The Union's 28th Middle East Regional Conference, Cairo Egypt.

Photo: Steve Forrest

UNION COURSES HELP STRENGTHEN HEALTH SYSTEMS IN DUBAI

In Dubai, The Union's International Management Development Programme (IMDP) ran three courses, which were attended by over 40 people. Through these courses The Union helps strengthen health systems in the country by training health professionals in the management competencies that are essential for health care programmes to provide quality care for patients.

The course *Strategic Health Communications* focussed on practical skills and tools to support the development and implementation of public health communication programmes. Participants learnt how to create powerful health education messages and communication materials to assist them in promoting health programmes and disseminating important health messages to the public.

Power and Influence, Networking and Partnerships supported participants to gain a better understanding of how to use their power and influence to create effective networks and better partnerships and alliances.

In the third course, *Leading Management Teams*, participants learnt about the managerial skills necessary to get the best from staff, gaining insights into coaching and mentoring and understanding how to build a positive culture at work.

FROM EVIDENCE TO PUBLIC HEALTH ACTION

For nearly 100 years The Union has drawn together the best scientific evidence and expertise to address the most pressing public health challenges affecting people living in poverty around the world. Know. Share. Act.

KNOW.

- The Union worked closely with Cancer Research UK at a planning meeting in Istanbul, to develop a course on tobacco control and taxation, based on The Union's successful SORT IT Operational Research courses. The Tobacco Economics Research and Capacity-Building course will support participants to produce a high-quality academic paper for publication in an international journal, a policy brief, and media products to change policy and practice.

SHARE.

- The Union provided technical assistance on the programmatic management of drug-resistant tuberculosis in Lebanon, Egypt, Jordan, Sudan, Tunisia, Morocco and Djibouti.
- As part of World TB Day 2016 in Lebanon, one of The Union's top experts in multidrug-resistant TB (MDR-TB), Arnaud Trébucq, gave a presentation on global MDR strategy. He spoke about The Union's experience of the outcomes of shortened MDR treatment.

ACT.

- In his capacity as Chair of the NCD Alliance, The Union's Executive Director, José Luis Castro, led the first-ever Global INCD Alliance Forum, in Sharjah, United Arab Emirates (UAE). More than 200 civil society representatives from six continents adopted the "Sharjah Declaration on NCDs: Civil Society United Towards 2030", a global expression of civil society's commitment to engage in advocacy and accountability to advance the NCD response.