

Flyer introducing Module 7:

Facilitators: Patrice Anne Nuq, Johanna Nurmi & Maggie Usher-Patel

Introduction to marketing, leadership and the management of change to introduce and scale-up mHealth

"Knowing is not enough, we must apply;
willing is not enough, we must do" - Goethe

But doing is not enough, we must also manage as only a clear vision, strategic thinking and sound leadership can create change and lead to a successful outcome.

Why take this module?

YOU: Want to introduce or scale-up an mHealth project to improve sexual and reproductive health.

WE: As your facilitators would like to share and discuss with you proven approaches and concepts that can help you improve your managerial skills and achieve your goals.

We are offering three teaching sessions each of which will be supported by resource materials.

Module 7a: will offer the opportunity of studying and discussing the challenging psychosocial issues related to behaviour change and introduce key behaviour change theories and methods that you might find useful in your work. It will also provide you with a resource list of further reading.

Module 7b: is designed to introduce you to the principles, techniques and tools to lead and manage the change process required to implement and scale-up effective practices. It will also introduce you to a number of useful resource materials and an e-learning course on fostering change to scale up effective practice that you can undertake to enhance your managerial capacity.

Module 7c: will share with you an overview of key issues related to services marketing.

We look forward to welcoming you!