

ORLD HEALTH
ANIZATION

ORGANISATION MONDIALE
DE LA SANTÉ

REGIONAL OFFICE FOR THE
EASTERN MEDITERRANEAN

BUREAU RÉGIONAL DE LA
MÉDITERRANÉE ORIENTALE

HEALTH EDUCATION OF THE PUBLIC SEMINAR

EM/HEP, Sem/1
19 September 1958

Teheran, Iran
28 October - 9 November 1958

ORIGINAL: ENGLISH

SEMINAR ON HEALTH EDUCATION OF THE PUBLIC

Theme: "BASIC PLANNING FOR HEALTH EDUCATION"

PROVISIONAL AGENDA

Sponsored by

the

WORLD HEALTH ORGANIZATION

Regional Office for the Eastern Mediterranean

University Club
Teheran, Iran

28 October - 9 November 1958

TUESDAY, 28 October 1958

9:00 am - 10:00 am - Registration

PLACE: University Club

10:00 am - 11:15 am - OPENING PLENARY SESSION

PRESIDING: Dr. A.H. Taba,
Director,
Regional Office for the Eastern Mediterranean,
World Health Organization

I. SPEECH: H.E. The Minister of Health

II. SPEECH: Dr. A.H. Taba

III. ELECTION OF SEMINAR OFFICERS

(General Chairman, Vice-Chairman and General
Rapporteur)

IV. Adoption of Agenda

V. Announcements

11:15 am - 11:30 am - BREAK

11:30 am - 1:00 pm - PLENARY SESSION (continued)

I. Introduction to Seminar Programme

Explanation on Procedures, Purposes and Objectives
of Seminar

II. Division of Participants in Small Discussion Groups

III. Meeting of Discussion Groups

a. Introduction of Group Members

b. Election of Group Leaders and Group Rapporteurs

IV. Meeting of Group Leaders, Rapporteurs and Staff

1:00 pm - 3:30 pm - LUNCH

3:30 pm - Garland Offering to Reza Shah Kabir's Tomb

8:00 pm - RECEPTION - H.E. The Minister of Health

Evening - Staff Meeting

WEDNESDAY, 29 October 1958

9:00 am - 10:30 am - PLENARY SESSION

PANEL: "Basic Planning for Health Education Through
Coordination of Governmental, Voluntary and
International Agencies"

10:30 am - 10:45 am - BREAK

10:45 am - 12:15 pm - Discussion Groups

12:15 pm - 3:00 pm - LUNCH

3:00 pm - 4:30 pm - Discussion Groups

4:30 pm - 5:00 pm - Meeting of Discussion Leaders and Rapporteurs to
Prepare Reports

5:00 pm - ANCIENT IRANIAN EXERCISE CLUB OF BANK MELLI

Evening - Staff Meeting

THURSDAY, 30 October 1958

9:00 am - 10:15 am - PLENARY SESSION

I. Reports of Discussion Groups

II. SYMPOSIUM: "Basic Planning for Health Education
Through Organization and Administrative
Case Studies"

10:15 am - 10:30 am - BREAK

10:30 am - 11:30 am - Showing of Filmstrips and Films - Previewed prior to
date of showing

11:30 am - 1:15 pm - Visit Ministry of Health - Department of Public Health,
Health Education Section (Briefing on Organization and
Administration)

1:15 pm - 3:30 pm - LUNCH

3:30 pm - 5:00 pm - Discussion Groups

5:00 pm - 5:30 pm - Meeting of Discussion Leaders and Rapporteurs

6:00 pm - 8:00 pm - RECEPTION - Director, World Health Organization, Regional
Office for the Eastern Mediterranean

FRIDAY, 31 October 1958

(O P E N)

Visit to Anthropology Museum

SATURDAY, 1 November 1958

9:00 am - 10:30 am - PLENARY SESSION

I. Report of Discussion Groups

II. PANEL: "Planning for Health Education Through
Training of Public Health and Other
Personnel"

10:30 am - 10:45 am - BREAK

10:45 am - 11:45 am - Film and Filmstrip Review

11:45 am - 1:15 pm - Discussion Groups

1:15 pm - 1:45 pm - Meeting of Discussion Leaders and Rapporteurs

1:45 pm - 4:00 pm - LUNCH

4:00 - VISIT TO CALESTIAN MUSEUM AND IRANIAN MUSEUM

Evening - Staff Meeting

SUNDAY, 2 November 1958

9:00 am - 10:30 am - PLENARY SESSION

I. Report of Discussion Groups

II. LECTURE/SYMPOSIUM: "Basic Planning Through Health
Education in Schools"

10:30 am - 12:30 pm - Visit to Schools (Seminar participants to be divided
into two groups)

Group I - Elementary School

Group II - Secondary School

12:30 pm - 3:00 pm - LUNCH

3:00 pm - 4:30 pm - Discussion Groups

4:30 pm - 5:00 pm - Meeting of Group Leaders and Rapporteurs

5:00 pm - 6:00 pm - Review Posters, Pamphlets and other Visual Aids and
discussions on same

Evening - Staff Meeting

MONDAY, 3 November 1958

9:00 am - 12:00 pm - Field Visit to Palasht School

12:00 pm - 2:00 pm - LUNCH

2:30 pm - 3:30 pm - PLENARY SESSION

I. Report of Discussion Groups

II. DISCUSSION: "Basic Planning Through Extension of Educational Opportunities to all People"

3:30 pm - 5:00 pm - Meeting of Discussion Groups

5:00 pm - 5:30 pm - Meeting of Discussion Leaders and Rapporteurs

Evening - Staff Meeting

TUESDAY, 4 November 1958

9:00 am - Visit Rabat Karim and Alishah Awaz
(Communities where Teheran Public Health Team is working)

- LUNCH

4:00 pm - 6:00 pm - PLENARY SESSION

I. Report of Discussion Groups

II. GENERAL DISCUSSION: "An Appraisal of Health Education in Rabat Karim and Alishah Awaz Communities"

Consider the following:

A. Team work - Integrated health education

B. Village participation

C. In-Service Training

D. Developing Village Leadership

E. Cooperation with other Agencies and Institutions, Schools, etc.

Evening - Staff Meeting

- Entertainment (Tentative)

WEDNESDAY, 5 November 1958

9:00 am - 10:15 am - PLENARY SESSION

SYMPOSIUM: Special Fields of Interest - Selected
Participants

10:15 am - 10:30 am - BREAK

10:30 am - 11:45 am - Meeting of Special Interest Groups (participants to be divided into Groups according to priority of preference on form to be distributed to each participant)

Example Topics

1. Maternal and Child Health - The relationship of nutrition, gastro-enteritis diseases, communicable diseases and sanitation and the educational approach.
2. Malaria Eradication - educational approach - how does the education approach differ from malaria control.
3. Communicable diseases.
4. Environmental Sanitation.
5. Bilharziasis.
6. Parasitic Infections.
7. Nutrition.
8. Mental Health.

11:45 am - 12:45 pm - Selected visual aids which have a specific education aim.

12:45 pm - 3:45 pm - LUNCH

3:45 pm - 5:00 pm - Meeting of Special Interest Groups (continued)

5:00 pm - 5:30 pm - Meeting of Discussion Leaders and Rapporteurs of Special Interest Groups

THURSDAY, 6 November 1958

9:00 am - 10:30 am - PLENARY SESSION

- I. Report of Special Interest Groups
- II. PANEL: "Basic Planning Through the Proper Use of
Health Education Methods and Media"
and
"Assessment and Follow-Up"

10:30 am - 12:30 pm - Visit Health Activities in Manzarieh

12:30 pm - 3:00 pm - LUNCH

3:00 pm - 5:00 pm - Discussion Groups

5:00 pm - 5:30 pm - Meeting of Discussion Leaders and Rapporteurs

Evening - Staff Meeting

- Entertainment

FRIDAY, 7 November 1958

9:00 am - 11:15 am - PLENARY SESSION

- I. Report of Discussion Groups
- II. Discussion of Summary Reports Submitted by
Countries of Region
- III. Subject of Technical Discussion of World Health
Assembly, May 1959
- IV. WHO's Assistance to Governments in promoting
Health Education

11:15 am - 11:30 am - BREAK

11:30 am - 12:30 pm - Discussion and Individual Conferences with Government
participants on Preparation of Summary Report for the
World Health Assembly, Technical Discussions, 1959

12:30 pm - 3:30 pm - LUNCH

3:30 pm - 6:30 pm - Meeting of General Chairman, Vice-Chairman, General
Rapporteur, Group Discussion Leaders, Group Rapporteurs
and Staff to prepare final report

Evening - Staff Meeting

SATURDAY, 8 November 1958

9:00 am - 12:30 pm - PLENARY SESSION

- I. Reports of Group Rapporteurs
- II. Report of General Rapporteurs
- III. Evaluation of Seminar
- IV. Closing Remarks
- V. Adjournment

SUNDAY, 9 November 1958

OPEN FOR FIELD VISIT OUTSIDE TEHRAN AREA