

SECRET

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MEMORANDUM OF THE HONOURABLE MINISTER OF HEALTH ON THE REVISION OF THE NATIONAL HEALTH PROMOTION POLICY AND THE IMPLEMENTATION FRAMEWORK (2018)

PURPOSE

The purpose of this memo is to inform the Council on the on-going review process of National Health Promotion Policy and Implementation Framework (2018).

BACKGROUND

Nigeria is saddled with an unbearable increasing burden of Communicable and Non-Communicable Diseases (NCDs), negative effects of globalization manifesting as drastic changes in consumption patterns of food, tobacco and alcohol. Mental health conditions, road traffic accidents, domestic violence, unsafe sex and insufficient physical activity and other threats to the Nigerian populace such as floods, Lassa fever, Ebola and Avian influenza are also on the rise. Associated issues include low levels of health literacy, poor sanitation and inadequate attention to key Social Determinants of health such as poverty, declining education and poor food security. It is against this backdrop that Health Promotion becomes invaluable because it is the process of enabling people to increase control over their health and its determinants, thereby improving their health.

In furtherance of the Government's efforts to improve the health status of Nigerians, the Federal Ministry of Health (FMOH) in collaboration with the World Health Organization (WHO) and other Development Partners developed the National Health Promotion Policy (NHPP) in 2006 to strengthen the Health Promotion capacity of the National Health System to deliver health care that is promotive, protective, preventive, restorative and rehabilitative to every citizen of the country.

The NHPP (2006) serves as an institutional framework that promotes the creation of positive outcomes such as community empowerment for health action and community participation and ownership of Health Promotion programmes. It also empowers the Health Promotion Division of the Family Health Department (FHD), Federal Ministry of Health (FMOH) to coordinate Health Promotion activities at the Federal, State, Local Government Areas (LGAs) and Community levels.

To ensure successful management of the coordination role, the Ministry utilized the Health Communication Forum Platform to engage the Development Partners and other Stakeholders in Health Promotion at the Federal Level. The Forum provided Technical and Financial support for the Nationwide Roll-out of the National Health Promotion Policy including institutionalization of Health Promotion at the 36 States and FCT, Abuja.

The findings of the assessment of the status of implementation of the Policy after twelve years suggested poor performance due to the following key reasons; weak road map and process for translating the NHPP (2006) into interventions; weak management structures, systems and infrastructure across the three tiers of government; usurpation of Health Promotion functions by Programmes, Projects, other sectors and sub-sectors; Non-prioritization of Health Promotion by the Political class.

The identified weaknesses, the WHO Regional Strategy for Health Promotion (2013) as well as emerging and re-emerging health issues of public health importance identified at various local and international health forum has led to the need to review the NHPP (2006).

The goal of the revised National Health Promotion Policy and Implementation Framework (2018) is to empower the Nigerian populace to take timely actions in disease prevention, improving their health and wellbeing as well as taking measures that ensure a healthy society. The objectives are to:

- i. foster Health Promotional interventions targeted at Social Determinants of Health and priority burden of diseases in Nigeria;
- ii. facilitate Health Promotional interventions in support of the Sustainable Development Goals (SDGs), Universal Health Coverage (UHC) and other efforts directed at ensuring and sustaining healthy behaviour and lifestyle;
- iii. enhance Human Resource and Capacity strengthening for the delivery of Health Promotion Services; and
- iv. strengthen Systems to monitor, evaluate and manage evidence related to Health Promotion interventions.

CONTENT

The concept of Health Promotion started at the first Global Conference on Health Promotion held in Ottawa, Canada in 1986 as part of the search for effective means of preventing diseases and improving human living conditions. Health Promotion aims to increase community control and participation in health through an integrated response to the determinants of health.

The revision process of the Policy factors modalities to ensure that Health Promotion steps out of its less successful past, into a formidable contributor to the achievement of the health-related Sustainable Development Goals, as well as the Universal Health Coverage thereby improving the health and wellbeing of the Nigerian populace. As Nigeria experiences a demographic transition resulting in increased demand on a fragile health system; the country requires a vibrant, robust and sustained Health Promotion system. Given its rightful place, Health Promotion will reduce morbidity, mortality and expenditure on health

JUSTIFICATION/COVERAGE

The revised Policy aims to provide a holistic platform for the systematic development and implementation of evidence-based Health Promotion interventions that will enhance disease prevention, improved health and wellbeing as well as a healthy society.

From 2013 to March 2018, the Health Communication Forum was inactive largely due to weak coordination capabilities and the 5 years of the non functionality of the Forum was characterized by insufficient professional engagement and existence of health communication messages that were not adequately targeted to audience needs.

The commencement of the review of the National Health Promotion Policy (2006) by the Federal Ministry of Health in collaboration with Development Partners and other Stakeholders was a major step towards re-positioning Health Promotion in Nigeria. The process provided Nigeria's frontline Health Promotion Managers, Practitioners and Technical Assistants a strategic opportunity to examine the evolution of Health Promotion in Nigeria over the past twelve years and reach consensus on possible way forward. This includes:

- i. Renaming of the Health Communication Forum as the National Health Promotion Communication Forum (NHPCF) to differentiate it from other existing communication coalitions in the country. To ensure meaningful engagement, the frequency of the meetings has been reviewed to quarterly basis instead of Monthly.
- ii. The expansion of the Membership of the NHPCF to include institutional representation with designated focal persons from Government (relevant Ministries, Departments and Agencies), Development Partners, Non-Government Organizations (NGO), Community Based Organisations (CBOs), Faith Based Organisations (FBOs), Professional Associations, Regulatory bodies, Academia, Media, Telecommunication, Financial Institutions, Research Institutions, Private Sector and Civil Society Organizations (CSO) working on communication activities related to health.
- iii. The NHPCF has been mandated to drive the revision, roll-out as well as facilitate the implementation of Health Promotion activities at all levels.

The revised Policy strategically sets standards and provides accurate guidance on **'what'** is right and should be done by Decision Makers, Managers and Service Providers of Health Promotion at the various levels. It has an Implementation Framework which clearly spells out **'how'** the key implementation players will convert the Policy into action that will enhance the physical, social and emotional well-being of the general public in Nigeria.

The thematic areas covered by the National Health Promotion Policy include: the context of the Policy; Policy Statement, Goals, Objectives and Action points; Guiding Principles and Values; Institutional Arrangements, Roles and Responsibilities; Policy Implementation; Monitoring and Evaluation.

The Revised NHPP and Implementation Framework (2018) will serve to provide a holistic platform for the systematic development and implementation of evidence-based Health Promotion interventions for improved individual, family and community health in Nigeria, based on a careful review of the Nigerian health behaviour situation.

PRAYER

The Council is hereby invited to note that:

- i. The National Health Promotion Policy (2006) has been in operation for over twelve years.
- ii. The revised National Health Promotion Policy and Implementation Framework (2018) is in-line with the goals, objectives and strategies of the Regional WHO Health Promotion Strategy.
- iii. The Federal Ministry of Health has taken steps to reactivate the NHPCF and reposition the Forum to drive Health Promotion programming nationwide through the expansion of membership to ensure Institutional and Multi-sectoral participation.
- iv. NHPCF has been mandated to drive the revision, roll-out as well as facilitate the implementation of Health Promotion activities at all levels.
- v. That the draft Revised National Health Promotion Policy and Implementation Framework (2018) be presented to the Council for further inputs to ensure ownership and buy-in by all Stakeholders at all levels.

Honourable Minister of Health

JUNE 2018