

**“Enhancing Interprofessional
Collaboration and Learning for
Strengthening Primary Health Care”**

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Title	USING THE PUBLIC NARRATIVE FRAMEWORK FOR HEALTH PROMOTION WITHIN A COLOMBIAN
Type	Oral Presentation <i>Innovative Ways for Community Mobilization and Engagement of Stakeholders</i>
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Abstract N ^o	TUFH713
Content	<p>Background: New health communication strategies are required to support the adoption and maintain of healthy habits. Methods: A Community Health Project (CHP) was conducted within a Colombian Higher Education Institution, by a group of sixth year medical students and an academic tutor, during the second semester of 2017, in order to mobilize members of the Universidad de La Sabana to begin the process to become a Health Promoting University (HPU). The CHP followed the community health cycle's phases: trust and credibility building; community assessment; community health action plan; plan implementation; plan monitoring, adjustment and evaluation; sharing results and learned lessons and continued quality improvements and sustaining change. In order to mobilize people to act, the public narrative framework was used. This is a methodology to translate values into action, through stories. The narratives were created and shared by the team of medical students. Results: A committee, led by the school of medicine, was established to continue the university's process of becoming a Health Promoting University. In addition, an evaluation of the lifestyles of first- and second-year medical students was carried out with the aim of establishing a baseline. Finally, the existing strategies, policies and activities within the university to promote a healthy environment were compiled and these results were presented to the community. Conclusion: Stories enables people to be responsible and take action to promote health. Interprofessional and intersectoral interventions, are required to speed up the process of the Universidad de La Sabana of becoming a Health Promoting University.</p>