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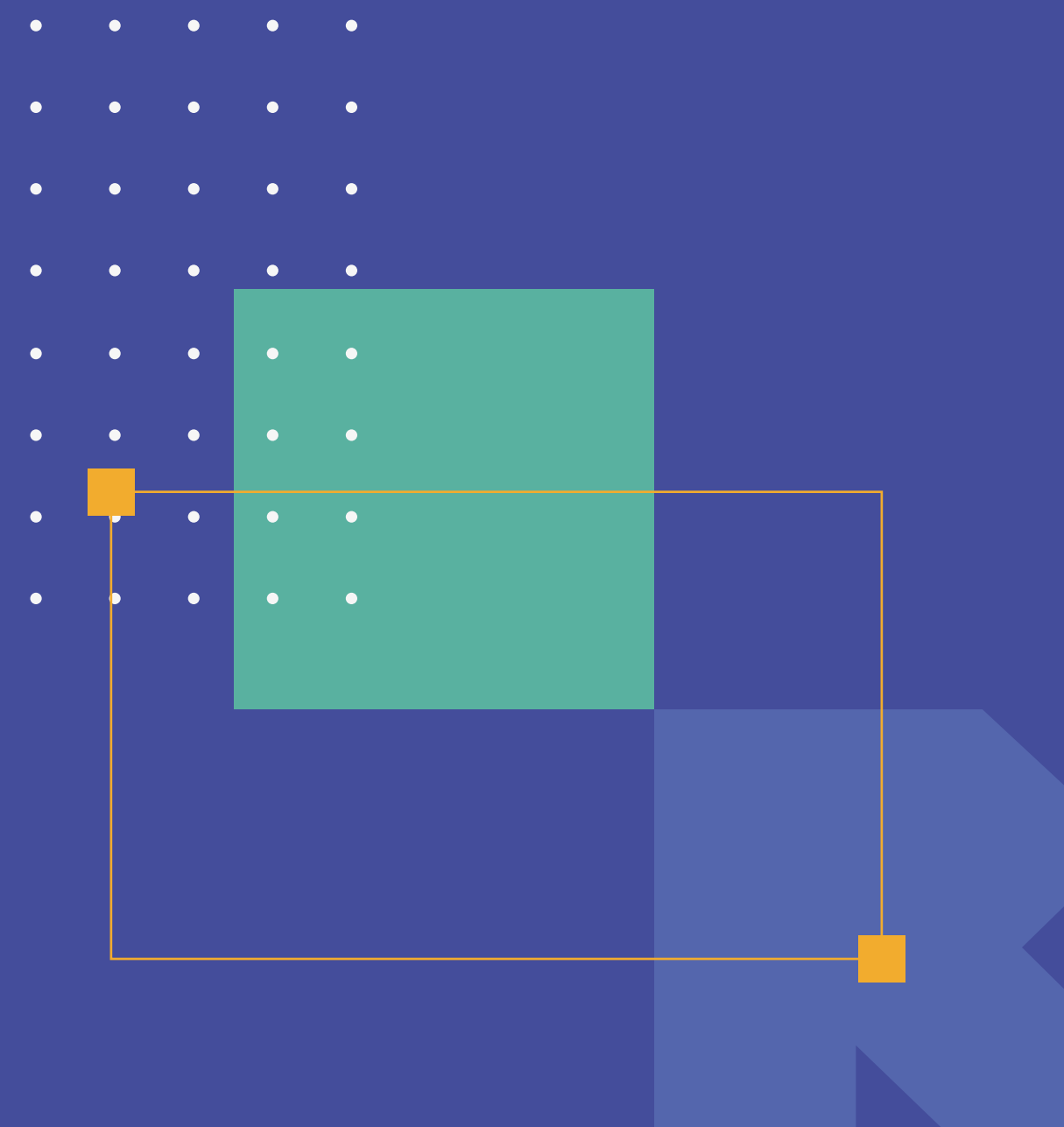
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# Digest N2



News from the HealthLink team  
regarding projects implemented as  
part of the **Recovery initiative:**



The HealthLink.Recovery initiative is implemented with financial support from the CO "100% LIFE" as part of the implementation of the project "HealthLink": Accelerating efforts to combat HIV/AIDS in Ukraine" supported by the United States Agency for International Development (USAID). The initiative aims to restore and expand medical services in regions affected by the full-scale invasion.

## GOAL OF THE INITIATIVE

**The goal of the HealthLink.Recovery initiative** is to restore and support primary healthcare in regions most affected by the full-scale invasion.

In April 2023, the project was launched in the Dnipropetrovsk Region with the support of the Ministry of Health of Ukraine, the National Health Service of Ukraine, the Department of Health of the Dnipropetrovsk Regional State Administration, and primary healthcare institutions in the region.

The activity in the Dnipropetrovsk region has been ongoing for over a year, and some projects have expanded nationwide. In spring 2024, work continued in the following directions:

- Providing technical support for targeted healthcare facilities in two districts of Dnipropetrovsk region.
- Procurement of equipment, medical supplies, and transportation for these healthcare facilities.
- Educational and training products developed for facility teams.
- Information campaigns focused on preventing certain non-communicable diseases and transitioning declarations to the current place of residence, initially deployed in Dnipropetrovsk region and planned to expand nationwide.

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# 1. TECHNICAL SUPPORT FOR HEALTHCARE FACILITIES IN DNIPROPETROVSK REGION:

We share the results of the third and fourth stages of the project implemented by the team of the Ukrainian Health Center (UHC). The focus was on expanding the medical functions of Primary Health Care (PHC) through training in new clinical skills. In March and April, two offline trainings and a series of individual consultations were conducted for representatives of targeted institutions in the Dnipropetrovsk region.

## The training "Clinical Training for Nurses and Orderlies of PHC Institutions" took place from March 25th to March 27th.

The nurses from eight targeted healthcare institutions participated in the offline training. The training aimed at improving and expanding the clinical skills of nurses and orderlies. During the training, the following topics were covered and studied: basics of medical history taking; examination of children up to one year and breastfeeding; basics of EKG for nurses/orderlies; concepts of control of the most common chronic diseases; BLS (Basic Life Support); basics of palliative care; healthy behavior and ways to maintain it; communication with patients and handling people with stressful reactions; crisis communication and communication in cases of aggression.

The trainers focused on developing the core clinical competencies of nurses/orderlies to help expand their roles, and motivate junior staff to take on responsibility and participate in health improvement processes within their communities.

The training structure involved a combination of different methods, including lectures, group tasks with group work presentations, and practical application of learned material (conducting EKGs, practicing compressions during cardiopulmonary resuscitation, etc.).

In total, 27 participants both male and female took part in the training, undergoing pre- and post-training assessments.

The scores before the training assessment were 1690 points and after the training assessment, the scores were 2620 points (out of 2700 points). For more detailed information on the assessments and results, you can refer to the detailed project report by the [link](#).



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# The training "Clinical Training for Family Doctors of PHC Institutions" took place from April 8th to April 10th.

The training aimed to develop and enhance the skills of family doctors in the field of providing expanded primary medical services, including the use of modern medical equipment and improving communication skills to increase their professional competence and ensure a higher level of medical care provision.



Fifteen participants, both male and female took part in the training and acquired a range of clinical skills and knowledge to improve the quality of medical services and enhance their professional competence. Thanks to the training, the doctors became more motivated to engage in continuous self-education and improve their professional qualifications, which is crucial for constantly enhancing the quality of medical care in their communities.

Participants gained important skills in effective communication with patients and their families, which is critical for building trust and providing better medical services during times of conflict. Additionally, the doctors received basic knowledge and skills in providing first aid in emergencies, allowing them to react effectively to emergencies, considering that the targeted healthcare facilities are located in frontline areas.

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## Participants expressed interest in further, more in-depth learning on the following topics:

1. Practical aspects of working with specialized medical equipment such as peak flow meters, spirometers, and EKG machines.
2. The need to study aspects of managing children's health, particularly in pediatric pulmonology.
3. Palliative care, including the topic of pharmacological pain management.
4. Specialized resuscitation procedures for emergencies.
5. Ophthalmology and ENT care. Procedures that a family doctor is authorized to perform.
6. Treatment of bronchial asthma, allergic rhinitis, and COPD.
7. "Myths in the practice of a family doctor.", "Algorithm of actions for a family doctor to organize their work.", "Time management for a family doctor and burnout prevention.", "Neurological examination in the office of a family doctor.", "Diagnosis and treatment of positional benign vertigo".

Overall, the training evaluation is positive, and participants are satisfied with the innovativeness and engaging presentation of the material. However, some participants mentioned information overload, which could hinder comprehension.

Despite this, participants showed high interest and noted the benefits of the knowledge gained, which contributes to the updating and development of their professional skills.

The participants highlighted that the training was well-organized and structured. In summary, the training not only deepened knowledge but also motivated participants for further professional growth.

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## Individual consultations for representatives of institutions in the Dnipropetrovsk region, April 1–24.

Webinars on three topics were held for 14 healthcare institutions, with detailed discussions on each topic.

**"Teamwork: Engagement, Motivation, Development," April 11, 15:30–17:30**

26 representatives from target healthcare institutions (managers of institutions and structural units, doctors, head nurses, accountants, economists, etc.) registered and participated in the webinar.

The training was conducted in a lecture format with interactive activities to engage participants in discussions (voting, expressing opinions in chats, etc.), as well as a Q&A session.

### The following topics were covered during the webinar:

- engaging people in your team;
- how to integrate a person into the team's work;
- how to motivate staff and increase efficiency;
- team development and competencies.

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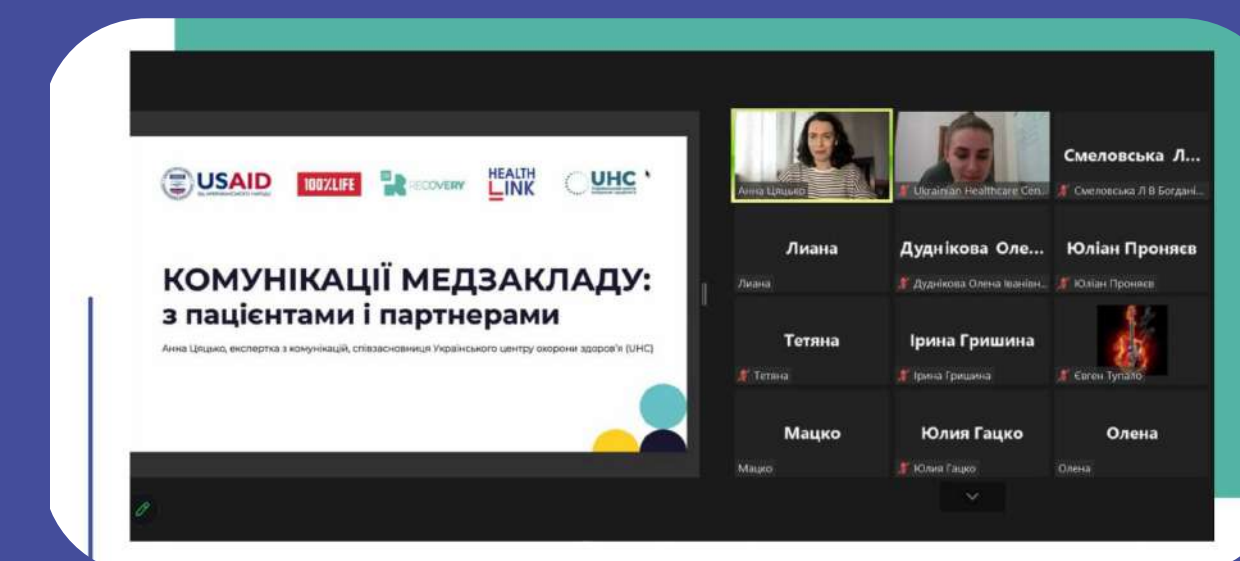
## "Communications: Working with Patients and Partners," April 17, 16:00–18:00

20 representatives from target healthcare institutions, including managers of institutions and their structural units, doctors, accountants, and economists, registered and participated in the webinar.

The webinar was conducted in a lecture format, consisting of two main parts: communication with patients in the institution and communication with partners. The event also included interactive activities such as analyzing real cases from practice, voting, and providing feedback in the chat.

### During the webinar, the following topics were discussed:

- the concept of communications and their role in the modern world;
- what PR and marketing are and their relationship with the concept of "communications"; feedback and its importance;
- methods of effective communication with patients;
- communication formats in medical institutions and various communication channels;
- interaction and communication tools with partners and stakeholders;
- analysis of practical cases.



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## "Paid Services in Primary Care: Regulation and Implementation," April 24, 16:00–17:30

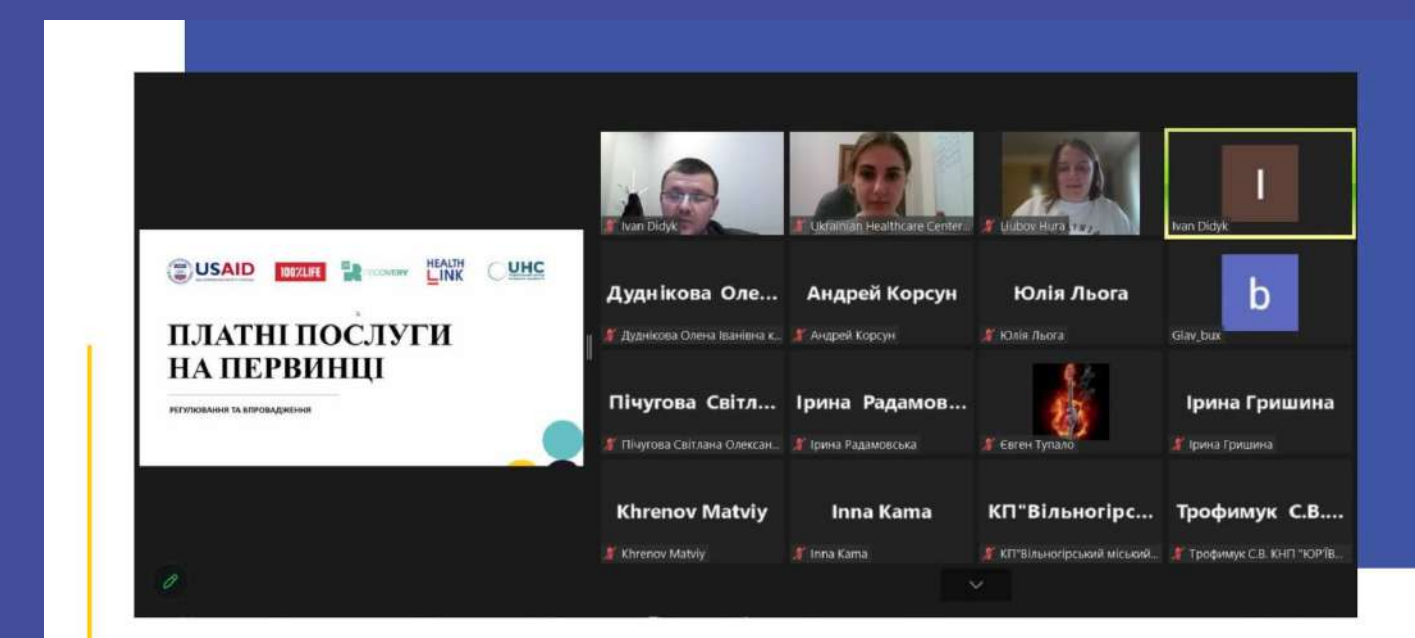
23 representatives from target healthcare institutions registered and participated in the webinar.

Thanks to the series of webinars, participants deepened their knowledge of effective team management to increase productivity and engage staff in the development of their institution. Doctors gained an understanding of effective communication in healthcare, which includes interacting with patients, partners, and various stakeholders through different communication channels, analyzing real cases, and highlighting key aspects of communication practice. They also explored the legal framework, implementation process, and challenges associated with introducing paid services in their healthcare institutions, along with ways to minimize risks during this process.

The webinar was conducted in a lecture format, with time allocated for questions from participants.

### During the webinar, the following issues were considered:

- legislative regulation of paid services at the state and local levels;
- steps for implementing paid services in healthcare institutions;
- analysis of the list of paid services that a primary healthcare institution can provide;
- challenges during the implementation of paid services;
- ways to minimize the impact of challenges and risks.



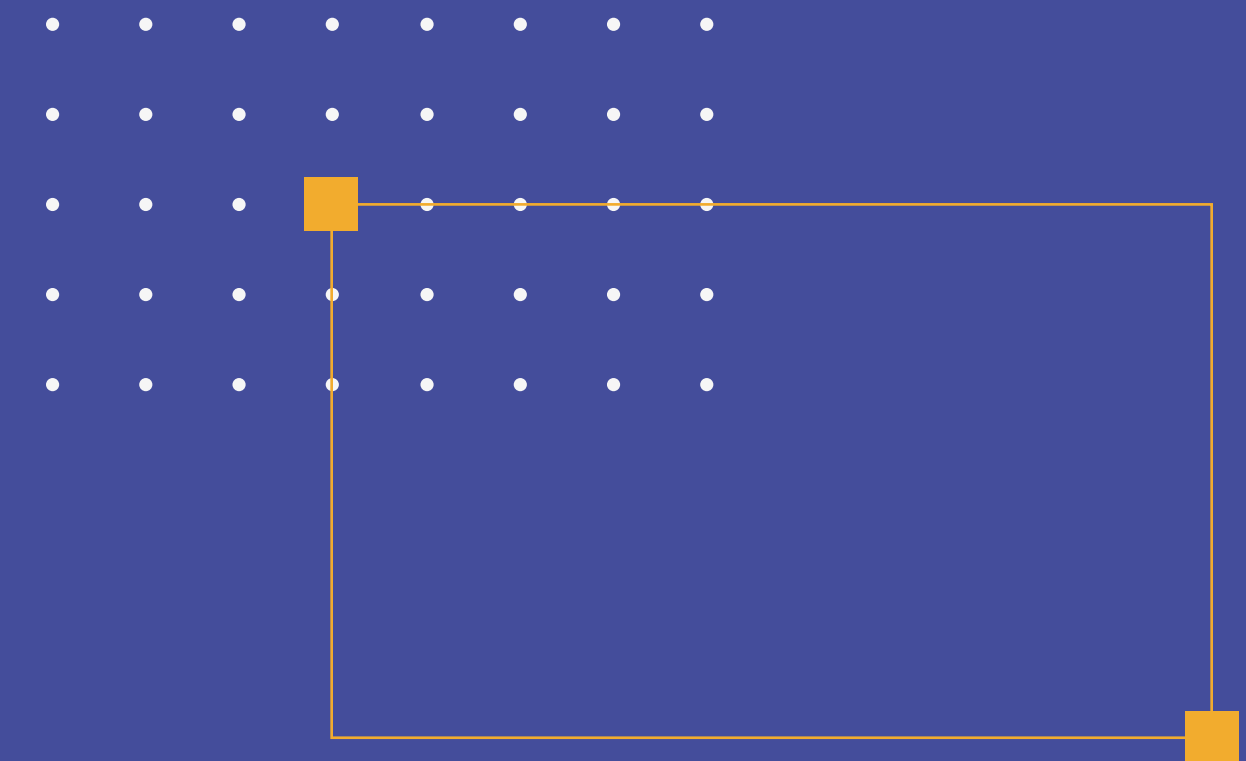
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## 2. PROCUREMENT OF EQUIPMENT, MEDICAL DEVICES, AND VEHICLES FOR TARGET HEALTHCARE INSTITUTIONS

The report on this key activity will be presented after the completion of monitoring visits to the project's target institutions.

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### 3. EDUCATIONAL AND TRAINING PRODUCTS FOR HEALTHCARE INSTITUTIONS

Work continues on two training programs implemented as part of the HealthLink.Recovery initiative in response to a request from the Ministry of Health of Ukraine: the certificate program "Modern Management Tools for Healthcare Institutions" and a course for medical teams "Communication with People Traumatized by War."

## Certificate Program for Specialized Healthcare Management "Modern Management Tools for Healthcare Institutions"

This pilot project was implemented in partnership with the strategic support bureau SUPERWISE and involved experts from Bogomolets National Medical University and the Ukrainian Catholic University.



This is the first such program aimed at improving the qualifications of managers in specialized healthcare institutions. Not only did participants learn new practices, but so did the instructors. During the preparation and conduct of the training, professors from Bogomolets University exchanged experiences with experts from the Business School of the Ukrainian Catholic University.

Based on this experience, the project team will soon develop methodological recommendations to scale the certificate program to other medical educational institutions all across Ukraine.

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**The certificate program "Modern Management Tools for Healthcare Institutions" began in March 2024 and included four modules covering topics:**

basic management approaches, motivation systems, burnout prevention, team problem analysis, financial management, quality management, digitalization of healthcare institutions, crisis communication, and more.

The training was conducted in a hybrid format: four modules offline, each lasting four days, with additional materials and the development of personal and final projects.

On May 10, during the certificate awarding ceremony, the First Deputy Minister of Health Serhiy Dubrov, Director of the USAID Health Office in Ukraine Robin Martz, Rector of Bogomolets National Medical University Professor Yuriy Kuchyn, and Director of the Department of Medical Services of the Ministry of Health of Ukraine Tetiana Orabina were present.

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# Course for Medical Teams "Communication with People Traumatized by War"

From March to May, the project team developed materials for three video lessons for the course, recorded videos with experts, and conducted a communication campaign to support the course. Currently, the first lesson is available for viewing on the NHSU Academy platform, with the next two lessons in the process of approval and uploading.

Medical team members have already shown great interest in the course and are taking the first lesson. Over 1,000 people have registered for the course, and 500 people have watched the first video.

At the end of each lesson, participants take a mandatory test to check their knowledge, and after completing the course, they receive CPD (Continuing Professional Development) points. This form of assessment indicates the course's approval by the Ministry of Health, and the points can be used during the planned certification of medical staff.

As part of the information campaign to support the course, the team has prepared a series of materials for the media, secured support from regional, medical, and national media, and launched a banner advertising campaign on websites for medical professionals.

## Next Steps for the Course:

- Complete work on the test tasks for knowledge assessment;
- Upload the two remaining lessons to the NHSU Academy platform;
- Continue the information campaign in the media and on the social media pages of partners.

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# INFORMATION CAMPAIGNS

## Cardiovascular Disease Prevention Campaign

The cardiovascular disease prevention information campaign started last year in the Dnipropetrovsk region and scaled up to cover the entire country in the spring of 2024. The campaign was developed at the request of the Ministry of Health, and it was implemented by the team of the public union "Your Family Doctor."



The first stage of the campaign lasted until March 2024 and involved working with healthcare institutions in the Dnipropetrovsk region, including the placement of informational materials on-site and a digital advertising campaign.

In April, the project team placed messages encouraging heart and vascular health care on billboards in Pavlograd and Kamianske. Over two months, these messages reached more than 300,000 people.

The team prepared four articles for local and national media. These articles guided what to do if a stroke is suspected, how alcohol affects heart and vascular health, and methods of preventing cardiovascular diseases.

A series of interviews with leading experts was conducted for social media posts, media articles, and YouTube videos. These interviews covered the most common symptoms of heart diseases and ways to prevent them, helping to raise awareness and enable people to recognize dangerous symptoms in time.

Support was secured from local Telegram channels in the Dnipropetrovsk region, where posts about the information campaign were published. These posts reached a total audience of 75,000 users.

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# Information Campaign on Re-signing Declarations at the Current Place of Residence (Focusing on Internally Displaced Persons)

In May, the information campaign for re-signing declarations with IDPs in the Dnipropetrovsk region as part of the HealthLink.Recovery initiative is coming to an end. This initiative is financially supported by the NGO "100% LIFE" as part of the project "HealthLink: Accelerating Efforts to Combat HIV/AIDS in Ukraine" with the support of the United States Agency for International Development (USAID).



This pilot project aimed to motivate residents of Dnipropetrovsk with IDP status to re-sign declarations with family doctors.

During the first stage (until March 2024), partners worked with healthcare institutions, determined the number of available doctors for declarations, developed a creative concept, and provided institutions with informational materials such as posters and brochures.

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**During the second stage of the campaign, partners managed to scale the media campaign: they reached regional local communities, launched outdoor advertising in urban environments, and completed the digital campaign on social media.**

In April, five articles were published on local news websites in the Dnipropetrovsk region on topics such as: "Should you re-sign a declaration with a family doctor if you move to another region?" and "IDP Assistance-2024: Why you should sign a declaration with a family doctor at your new place of residence," among others.



In Facebook groups and Telegram channels of the Dnipropetrovsk region, a series of informational materials were published. We shared advice on how to change family doctors, how people with IDP status can re-sign declarations, and how local doctors can interact with those who have been forcibly relocated to their community. A total of 10 posts were made, reaching an audience of 80,000 people.

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From October to April, on the social media accounts of partners, including the public union "Your Family Doctor" (Facebook, Instagram, Telegram, and Viber), we shared information on how to choose a family doctor, how to prepare for a visit, the benefits of having a "personal" doctor, how family doctors should communicate with people with IDP status, and why it is important to sign a declaration, among other topics.

In April and May, outdoor advertising was placed in the urban areas of the pilot communities. The posters contain a QR code linking to the addresses of the nearest clinics with available doctors for signing declarations.



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