

## Media's Role in Controlling Alcohol and Substance Abuse



Ato Hailegnaw Eshete, Executive Director of the Ethiopian Public Health Association (EPHA)

"Media Serves as a Change agent for Controlling Alcohol and Substance abuse in Relation to HIV/AIDS," said EPHA Executive Director (4 July 2011, Adama).

It is to be recalled that the Population Media Centre-Ethiopia (PMC-E) in collaboration with the Ethiopian Public Health Association and the US - CDC is implementing a multimedia communication and capacity building project to address alcohol, other psychotropic substance abuse and

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## EPHA Participates at a Workshop Held on Building a Global Civic Society Cancer Voice in New-York.

The America Cancer Society has honored Mr. Dereje Seyoum, Program Coordinator of the EPHA and Mr. Wondu Bekele, General Manager of Mathiawos Wondu Ye-Ethiopia Cancer Society, as a global cancer ambassadors for Ethiopia. Both representatives were honored in light with their leadership role in civil society cancer control and anti-tobacco control activities in Ethiopia. Both Ambassadors participated in a unique workshop focused on building a strong global civil society 'cancer voice' held

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## Journalists Expressed their Commitment to Fight Against Non Communicable Diseases



Panelists on discussion

A consultative workshop was held at Jupiter International Hotel on the 14th of June 2011.

Ato Hailegnaw Eshete, the Executive Director of EPHA in his opening

speech said that, the objective of the event was to increase awareness of local journalists on NCDs.

Ato Hailegnaw further explained that, the con-

sultative workshop will help inform journalists about the upcoming UN member states high level summit on NCDs. And remanding that, the role

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**Strives to Enhance Pubic Health!!!**



## Editor's Note

Dear Readers,

Felege-Tena newsletter first appeared in print in 1992 G.C. Throughout its decade-plus of continuous publication, we have been addressing the public health and related concerns of the globe in general and Ethiopia in particular. EPHA always works to circulate Felege-Tena into the public and hopes to meet health professionals where they are through its wide range distribution nationally.

In this recent and newly reformed issue of the newsletter comes up to serve you corners such as 'Role Models'- a section dedicated to display experiences of model health professional, 'Health Matters',-a section that presents various health related national policies, facts etc., 'EPHA in Focus'-a corner which provides detail updates of EPHA projects, 'Upcoming Events'-the segment of the newsletter that announces and promotes national and global health related events, and 'Photo News'-a part which presents pictorial news. Last, this recently reformed issue of Felege-Tena newsletter tried to accompany some of the sections with jokes, cartoons and entertaining stories for the sack of providing readers sense of humor.

I forward my special gratitude to all faithful readers and supportive sponsors who have been so encouraging during the evolution of the newsletter. I hope you find inspiration within the upcoming issues.

As usual we always value your feedback, views and opinion on to enrich the debate and practice in the public health issues. Please send your views and comments to:

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## 13th World Congress on Public Health

23- 27 April 2012  
Addis Ababa, Ethiopia

**Major Theme**

## “Moving Towards Global Health Equity: Opportunities and Threats”

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Abstract Submission at  
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## Role Model

# Biography of Dr. Teshome Gebre Kanno



*"Certificate of distinction and Gold Medal" awarded by Dr. Tedros Adhanom, Minister of FMoH*

With 17 years of dedicated service as an employee of the Ministry of Health of Ethiopia and about 16 years in a top leadership position with The Carter Center Ethiopia, Dr. Teshome Gebre Kanno has spent a lifetime advancing public health in Ethiopia. After completing his training in the then Gondar Public Health College in 1976, Teshome started his career as a District Public Health Inspector and was quickly promoted to Surveillance

Officer for Smallpox Eradication Program (SEP) responsible for two districts in western Ethiopia. In this public health battlefield, Teshome exhibited his extraordinary leadership that contributed to the complete eradication of Smallpox and establishment of a robust communicable diseases control program in his area of assignment. As a result of his innovative work, Teshome received a Certificate of Merit Award for outstanding Performance

in Small Pox Eradication from the World Health Organization.

Dr. Teshome was one of the early pioneers in the establishment of the "Expanded Programme on Immunization (EPI)" during the period 1980-87, establishing more than 180 static and outreach immunization centers in western Ethiopia.

In 1988, Dr. Teshome joined the Federal Ministry of Health as Senior Program Supervisor of the National EPI

Program Office. During his tenure in the FMoH, Dr. Teshome worked as course director and facilitator in several mid-level health management courses for graduating students in the then Gondar College of Medical Sciences and Jimma Institute of Health Sciences. He has also been a lead facilitator in the advanced training for the Control of Diarrheal Diseases (CDD) Program of the Epidemiology Department, FMoH.

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# felege\_tena



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## Health Matters

## Public Health Ethics General Codes of Public Health Ethics

### The Role of Public Health

The purpose of the code of Ethics is to serve as a guide to conduct for members. It contains standard of ethical behavior for public health workers in their professional relationships. The Code of ethics also incorporates standards of ethical behavior governing personal behavior, particularly when that conduct directly relates to the role and identity of the healthcare professionals.

**1:** Public health practice concerns itself with prevention of illness and disease and ensuring the well being of the public. Its practices and policies seek to improve the overall health of the public, a position sometimes at odds with the autonomy of the individual. This conflict may be clinical, as in the case of immunization, or legal as in the case of mandatory medical reporting and treatment of communicable disease.

**2:** Public health involves recognizing health and illness in the broader context of social, environmental, political, and economic factors. All health care providers share in public health practice, and have opportunities in their actions to shape public health policy.

**3:** When should diseases be reported to public health authorities?

Each health institution/authority has specific statutes that identify specific diseases with public health implications, such as communicable disease, which require reporting. Beyond this legal requirement lies the

question of when it is justified to potential violate confidentiality to protect the public's health. It is ethically justified to disclose a diagnosis to public health authorities if the risk to the public has the following features :

- The risk is high in probability
- The risk is serious in magnitude
- The risk is relates to an identifiable individual or group

For instance, if a food handling restaurant worker with acute hepatitis asks that his diagnosis be held in confidence, the physician should nevertheless disclose this diagnosis to the dining establishment or public health authorities, since the risk to the public is high, serious, and relates to identifiable persons (eg., patron of the eating establishment), in addition to taking the proper action for the treatment and control of the condition.

**4.** Can Patients refuse to undergo routine prevention health measures?

There are a number of preventive health

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## Calendar: Upcoming Events

## World Population Day 2011 Theme: Calling Attention to Urgent Global Issues

World Population Day was established by the Governing Council of the United Nations Development Programme in 1989 as a way to focus attention on the urgency and importance of population issues. It was an outgrowth of the interest generated by the Day of Five Billion, which was observed on 11 July 1987.

People around the world observe World Population Day in different ways. Many UNFPA Country Offices and other institutions mark the day with celebrations, to bring attention to population issues.

### World Heart Day 2011



Heart stroke and disease is the globe's biggest slayer, claiming about 17.5 million lives every year. World Heart Day is commemorated on the very last Sunday of September each year. Therefore World

Heart Day was formed, to create community awareness of the risk features of heart stroke and disease and to endorse defensive measures.

25th September will be the World Heart Day of 2011. Every year World Heart Day celebrated on last Sunday in September. The topic for the day "how youthful is your heart?" was to encourage all, specially the youth, to pursue the health-friendly command and be proud vendor of the ever-youthful heart.

Source : -<http://www.unac.org/en/events>

### International Day of Peace

The International Day of Peace, also known as the World Peace Day, occurs annually on September 21. It is dedicated to peace, and specifically the absence of war, that might be occasioned by a temporary ceasefire in a combat zone. It is observed by many nations, political and military groups. The first year for this holiday was 1981.

## EPHA in Focus

# EPHA, Implementing "Most Significant Change (MSC)"

Most significant change (MSC) is a participatory, qualitative monitoring and evaluation method developed in 1995 by Davies and then popularized by Davies and Dart in 2005.

Following the contract agreement signed between EPHA and PATH-Ethiopia in Dec 2010, the Ethiopian Public Health Association has been implementing the Most Significant Change technique to strengthen the monitoring and evaluation capacity of the National Implementing Partners (NIPs) and CSOs are working on the Strengthening Communities' Response to HIV/AIDS (SCRHA) project in Ethiopia.

Funded by USIAD, the SCRHA project is essentially being undertaken in partnership with national associates and international consultants who have been sub-contracted by PATH Ethiopia - the main recipient of the grant from USAID, to collaborate for the successful execution of the project.

The core objective of this MSC project is thus to monitor the implementation of palliative care and economic strengthening interventions and thereby to build the capacities of NIPs and CSOs in applying the MSC. Initially, MSC training was held from March 7 to 12, 2011 for successive six days, at Adama German International hotel. The Training was attended by 22 participants drawn from National Implementing Part-

ners (NIPs) and Civil Society Organizations (CSOs) which are directly implementing the SCRHA project as well as other pertinent bodies from FHAPCO, FMOH, Pact Ethiopia, Jarco Consultancy, EPHA and PATH.

As part of the training program, the trainees traveled to two CSO sites where they collected 24 significant change stories. Of these stories, which had been captured from a field visit to Wenji and an outskirt of Adama area, four of them were selected by the panel of participants as most significant change ones. In this way, the participants exercised procedures of MSC stories collection and selection. Along this, a standard tool fitting to the SCRHA project was adopted and translated into the Amharic version to meet the demands of the local community.

A week after concluding of the training, two teams from EPHA went to Alemtena and Debrezeit towns where eight change stories were collected to pretest the feasibility

of the tool before going for actual field work. As a result, it was demonstrated that the tool is effective, workable and best fit to the context of the project and the local communities' understanding.

Afterwards, four teams, that are composed of NIPs and EPHA staff, traveled in four directions of the country and they captured 60 significant

change stories from direct beneficiaries and volunteer providers of the SCRHA project. The stories were then categorized under three program components of the project: Economic Strengthening Support, Palliative Care Support and Capacity Building of the CSOs with particular emphasis to volunteer providers.

Eventually, story selection workshop was organized and successfully held from June 15 to 18, 2011 at Adama German hotel. The workshop was undertaken to a total of ten participants who were from NIPs, EPHA, PATH and Jarco Consultancy. In accordance with the Rick Davis Guideline, there are different approaches to manage a selection process depending on the particular programmatic or organizational context. EPHA/SCRHA, thus, devised two phases of a selection process to choose nine most significant change stories just from the pool of sixty stories collected from field ...

visit to 20 CSOs and 4 regions in April, 2011. At first, what has been done was, each group had been mandated to select 10 stories in line with the 3 domains of changes defined by EPHA/SCRHA work group. As a result, 20 stories which have been agreed to qualify as most significant ones were selected in the first two days of the workshop. Subsequently, the group came together and se-

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## Biography of Dr. Teshome continued from page 3

Dr. Teshome also worked for UNICEF as a short-term consultant in the Water and Environmental Sanitation Section.

Dr. Teshome joined The Carter Center in August 1995 as a technical consultant and became Resident Technical Advisor in September 1997 before assuming his current position of Carter Center Country Representative in May 1998. For over a decade and a half, Dr. Teshome has been working as the top executive for The Carter Center's health programs in Ethiopia, establishing various national health programs like Guinea Worm Eradication, Lymphatic Filariasis, Onchocerciasis, Trachoma and Malaria Prevention and Control.

His relentless dedication to Guinea worm eradication activities in remote and inaccessible villages of southwestern Ethiopia over the past seventeen years has led Ethiopia to the

final stages of the eradication phase of the disease. Teshome's innovative "MalTra Week" approach to reach millions of people in mass in just seven days has revolutionized malaria and trachoma control programs in Ethiopia, and has attained phenomenal results and provided new hope to the WHO's goal of eliminating blinding trachoma worldwide by 2020. Dr. Teshome has further contributed a great deal in the process of establishing the Ethiopian Public Health Training Initiative (EPHTI), which greatly improved the quality of public health training in Ethiopia.

He has authored and co-authored more than 25 scientific papers published in peer-reviewed international journals, and has contributed three scientific articles to chapters of a published book. Moreover, he played a very significant role in

several technical working groups in organizing, coordinating and implementing national epidemiological surveys on Guinea Worm, Blindness, Trachoma, Malaria, Lymphatic Filariasis and Onchocerciasis.

Teshome earned his Masters and Phd degrees from the American Century University, New Mexico, USA, in Health Care Management.

He has received numerous awards and certificates of appreciation from various international organizations. Most notably, he has been decorated with the International Leadership Medal from Lions Clubs International President, 2010-2011 for his outstanding leadership in Sight-First programs.

On June 3rd 2011, at a cocktail reception organized for his farewell in Addis Ababa Hilton, H.E. Dr. Tedros Adhanom, Minister of FMOH,

awarded him a "Certificate of Distinction and Gold Medal" in recognition of his outstanding contribution in malaria and Neglected Tropical Diseases (NTD) Control in Ethiopia. He has also received a certificate of appreciation from the former US president Jimmy Carter for taking the lead in establishing "a world-model trachoma control program and for making the Carter Center the health NGO of choice in Ethiopia". As of June 1st 2011, currently, Dr. Teshome has taken a new international position to lead the trachoma elimination program with the NGO the Task Force for Global Health as a Regional Representative for Africa.

Teshome has been married to W/o Belaynesh Adugna for more than 30 years and has four grown-up boys.

Therefore, EPHA congratulates Dr. Teshome

Gebre and wishes all the best.

## EPHA, continued from page 5

lected 9 most significant change stories for final.

The whole process of the first round MSC implementation program EPHA has so far undertaken entails that MSC is an appropriate tool to monitor significant changes witnessed in the quality of lives of people. The success stories that can celebrate the project performance and use for experience sharing are discovered at various CSOs. Those changes however may be both negative and positive outcomes of the project intervention; which is also verified during the story collection period. Without having indicators like in the case of other conventional M & E tools, MSC is understood for providing a chance to even identify unexpected outcome of the program as people are free to talk any significant change they assumed in their lives. However, using MSC by alone leads to hasty generalization; thus using MSC mixing with other routine M & E techniques is important.

*Contributed by, Ashenafi Dereje*  
Monitoring and Evaluation communications specialist, EPHA

## Public Health continued from page 4

interventions which provide minimal if any benefit to the individual yet provide substantial collective benefit to the public's health. For example, immunizations provide protection but involve some risk to the individual. However, if a public health program can achieve universal vaccination, the overall public health benefits. If a patient refuses a legally required immunization (e.g., in jurisdictions where immunization is legally mandated), this becomes a legal matter. If not legally mandated, an adequately informed refusal, expressing compelling personal or religious beliefs, may be respected.

(To be Continued in the next issue)

*Source:- public health code of ethics for Ethiopia, July 2003*

## "Media Serves" continued from page 1

HIV/AIDS in Ethiopia.

PMC-E has organized a workshop for journalists and media practitioners working in the Ethiopia Radio & Television Agency, regional mass Media organizations and the educational mass media centers.

In his keynote address, Ato Hailegnaw Eshete, Executive Director of the Ethiopian public health Association (EPHA) expressed that "Media serve as a change agent for controlling alcohol and substance abuse in relation to HIV/AIDS," adding that much is expected from journalists and media practitioners in changing the behavior of the community.

On the occasion, Dr. Negussie Teferra, Country Director of Population Media Center-Ethiopia remarked that the training will increase the knowledge and skills of journalists and media practitioners

to address alcohol and Substance abuse and its relationship with HIV/AIDS.

"The training will enable journalists to produce media programs that can bring about attitudinal and behavioral change of the society and persuade policy makers create a favorable environment in combating and controlling alcohol and substance abuse in the country," he added.

One of the major activities of PMC-E project is awareness creation and building the capacity of professionals engaged in the provision of information and education in the area of health, other social and related issues.

The workshop has been conducted from July 4-7, 2011 at Adama, Sisay International Hotel and was attended by more than 30 journalists drawn from different media agencies nationally.

*Source:- <http://etpha.org>*

## Journalists Expressed continued from page 1

of media in serving as change agent towards the growing burden of NCDs.

NCDs stand as a major barrier to the achievement of the Millennium Development Goals (MDGs) and with only four years remaining, urgent action is required to integrate NCDs into the global health and development approaches and priorities, added the director. On this very event, Professionals in the public

health sectors especially cardiologists, oncologist, chest specialists, nephrologists, endocrinologist and health communicators have been briefed on NCDs. Journalists from various media agents have raised different issues and had informative discussions with the panelists. Whereby expressed their commitment to fight against non communicable diseases. (NCDs)

## EPHA Participates continued from page 1

in New York city from June 18th -22nd 2011.

Along with other selected Global Cancer Ambassadors, they were trained in a meeting with UN mission representatives and decision makers, and in advocating to make cancer a health priority in Ethiopia and globally as well.

In the workshop, they discussed on how our country can play a leading role in the up-coming

UN summit on NCDs.

The representative, agreed with the mission to maintain closer contact and review the proposed outcome of the UN high level meeting on NCDs, which characterized a conducive opportunity for global leadership to provide the right momentum needed to dramatically improve the approach and management of NCDs for future generations.

## Please smile

### Everlasting teeth

An elderly patient went to have her teeth checked. "Mrs. Hop Good, your teeth are good for the next 50 years," the dentist beamed.

To which she replied, "What will they do without me?"





# The Leadership in Strategic Information (LSI) Training Program-In Brief

The Leadership in Strategic Information (LSI) training is devoted to improve the capacity of regional public health personnel to develop, analyze and use strategic information for planning and monitoring and evaluation.

The training was organized by the EPHA in collaboration with the Addis Ababa University, School of Public Health and the United States Center for Disease Control and Prevention (CDC). Besides,

the Ministry of health has a role of supervision, provision of secondary data on HIV/ AIDS related issues and selection of trainees as per the requirements set. The number of graduates in the last 5 cohorts reached 88. All 20 graduates of the 5th cohort presented their research findings at Intercontinental Hotel, Addis Ababa.

Ato Alemayehu Bekele, Strategic Information Capacity Building Officer of EPHA explained

to the EPHA Newsletter that the program provides service to the country and region with competency based training directly applicable to the public health system needs.

In addition to this, field exercises conducted in each region provide the trainees with an opportunity to practice skills learned and produce needed strategic information products for the regions.

## Photo News

### Graduation Ceremony of the 5th Cohort LSI Trainees, at the Intercontinental Hotel, Addis Ababa June 18, 2011



Certification



Paper Presentation



Participants



Among the Graduates