



## Caribbean Public Health Agency

### Monthly Bulletin<sup>1</sup>

No. 9: October 2009

Since the release of the last Bulletin, there have been various activities related to the establishment of CARPHA. A social marketing strategy has been prepared; a partner engagement plan has been developed; the 5<sup>th</sup> CARPHA Steering Committee meeting was held and there was a presentation on CARPHA at the Caucus of CARICOM Health Ministers.

#### **Social Marketing Strategy**

As a direct result of our discussions with the UK Department of Public Health, Mr. John Bromley, Director of the UK National Social Marketing Centre and a research assistant, were based at the PAHO-CPC Office in Barbados for two weeks; where they worked with the Project Management Team on developing a draft social marketing strategy for CARPHA. This strategy was subsequently approved by both the CARPHA Steering Committee 25 September, 2009 and at the 18th Meeting of the Caucus of CARICOM Health Ministers, held 26<sup>th</sup> -27<sup>th</sup> September 2009; both of which deemed as critical, the implementation of the strategy with immediate effect. They also agreed inter alia, with the recommendation for the establishment of a CARPHA website and the preparation and distribution of two “new look” CARPHA bulletins; as well as a “Benefits of CARPHA” document.

#### **Partner Engagement Strategy**

As mentioned in the last Bulletin, assistance was secured from the UK Department of Public Health to help the CARPHA Project Management Team prepare for and organize the CARPHA Partners Meeting. A partner engagement strategy has been developed. This proposed strategy was also presented to the Steering Committee and the Health Ministers Caucus. In this regard a list of potential donors has been prepared and initial contact made with some of them; appropriate background papers are being prepared, and discussions have commenced involving PAHO and the Caribbean Development Bank (CDB) along with the Project Management Team on the planning and hosting of a Partners meeting, in February, 2010.

#### **CARPHA Steering Committee Meeting**

At the 5<sup>th</sup> meeting of the CARPHA Steering Committee, convened at PAHO Headquarters on the 25<sup>th</sup> September, the Project Manager presented an update on project activities since the

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<sup>1</sup> This and previous bulletins may be found on the CARICOM and PAHO websites: [www.caricom.org](http://www.caricom.org) and [www.paho.org](http://www.paho.org)

preceding Steering Committee meeting in July 2009, which resulted in the Social Marketing and Partnership Strategies, also being presented to the Meeting.

**No. 9: October 2009**

**Page 2**

TDV Inc. gave an update on the costing of CARPHA, and the meeting was informed that progress on this matter had been halted for two months; while certain contractual matters were finalized with the CARICOM Secretariat. As a result of this, the timetable for completion of the costing was amended. The Steering Committee agreed to the following new schedule presented by TDV:

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| 1. Completion of the Draft Costing Report             | November 13 |
| 2. Completion of Consultation on Draft Costing Report | November 30 |
| 3. Finalization of the Costing Report                 | December 15 |

**With respect to the Transition Plan**

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| 1. Completion of the Draft Transition Plan         | November 30 |
| 2. Consultation on Transition Plan to be completed | December 21 |
| 3. Finalization of the Transition Plan             | December 31 |

In terms of the Inter-Governmental Agreement, the Steering Committee agreed that the CARICOM Secretariat would make these available to Member States for review, by the end of December 2009. In addition a draft proposed new timetable was prepared for presentation and approval by the 18<sup>th</sup> Meeting of the Caucus of CARICOM Health Ministers.

**18<sup>th</sup> Meeting of the Caucus of CARICOM Health Ministers**

The Caucus was informed of the various activities which were ongoing, with respect to the establishment of CARPHA. There was support for the implementation of the social marketing strategy and the partner engagement strategy; in the case of the latter, concerns were expressed about the planned date and whether this would allow for enough time for preparation.

Minister Narace of Trinidad and Tobago reiterated his Government's commitment to the hosting of CARPHA, while calling for a business plan to ensure its sustainability.

Ministers regretted that the costing process had been delayed and hoped that the exercise would now be completed by the end of December 2009, as promised by TDV. In these circumstances, it was agreed that there would be a special COHSOD in January 2010 to discuss the costing report and to review plans for the donors meeting.

The following proposed timetable for the establishment of CARPHA was approved by the Caucus of Ministers.

**Proposed CARPHA timetable**

1. Report to Health Ministers Caucus, **End of SEPTEMBER 2009**
2. Completion of draft final report on costing, **NOVEMBER 2009**
3. Establishment of website, **NOVEMBER- DECEMBER 2009**
4. Launching of new CARPHA Bulletins, **NOVEMBER-DECEMBER 2009**
5. Special Steering Committee meeting, **1<sup>st</sup> week of DECEMBER 2009**
6. Further strengthening of Project Management Team with additional consultants, e.g. communication, human resources management, **SEPTEMBER - DECEMBER 2009**
7. Final costing report, **end of DECEMBER 2009**
8. Development of comprehensive transition plan and social marketing strategy, **SEPTEMBER - DECEMBER 2009**
9. Preparation of draft Inter-Governmental Agreement, **SEPTEMBER - JANUARY 2010**
10. Special COHSOD, **JANUARY 2010**
11. Proposed Donors Meeting, **FEBRUARY 2010**
12. Presentation of costing and inter- Governmental Agreement to HOG, **MARCH 2010**

**Upcoming activities**

A special Steering Committee meeting is being planned for the 3<sup>rd</sup> and 4<sup>th</sup> December, 2009 in Trinidad.

Dr. Jerome X. Walcott  
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