

Background

I worked as an intern at the Health Holding Company's regional office in Khobar, Saudi Arabia. Specifically, I supported the Model of Care Hub team within the Eastern Business Unit. In addition, I supported in the Keep Well team at the Eastern Health Cluster in Dammam, Saudi Arabia.

Figure 2

HHC's mission statement is to "Empower clusters to deliver preventative and accessible, integrated care through a safe, sustainable, & innovative system, resulting in improved primary care and enabling people to take ownership of their health."

The main projects I worked on were:

- Advisory and Guidance Support
- Health Coach
- Healthy Food Promotion

Population

The Eastern Business Unit is responsible for supporting and monitoring the three Eastern Clusters, including (E1) Dammam and surrounding areas this is the largest cluster by population as it serves the most metropolitan cities in the Eastern region, (E2) AlHasa which is in the South-East of the country and extends towards the capital city of Riyadh and (E3) Hafer AlBatin which is the region in the North-East of the country bordering Kuwait.

Figure 1

Activities

- Biweekly meetings with the clusters to review their progress, provide necessary feedback, and providing support.
- Supporting the project management of the MoC initiatives implemented in E1, E2 and E3.
- Creating content for health awareness.
- Organizing meetings with the health leaders of the eastern health clusters.
- I was assigned to lead and coordinate a leadership program for the employees in the Eastern Business Unit.

Health Coach and Healthy Food Promotion

Presenter: Ibrahim S Iskandarani
Preceptor Danna Al-angari
Public Health Agency-MOH-KSA

https://www.youtube.com/watch?v=7zESnwOZ_9Y

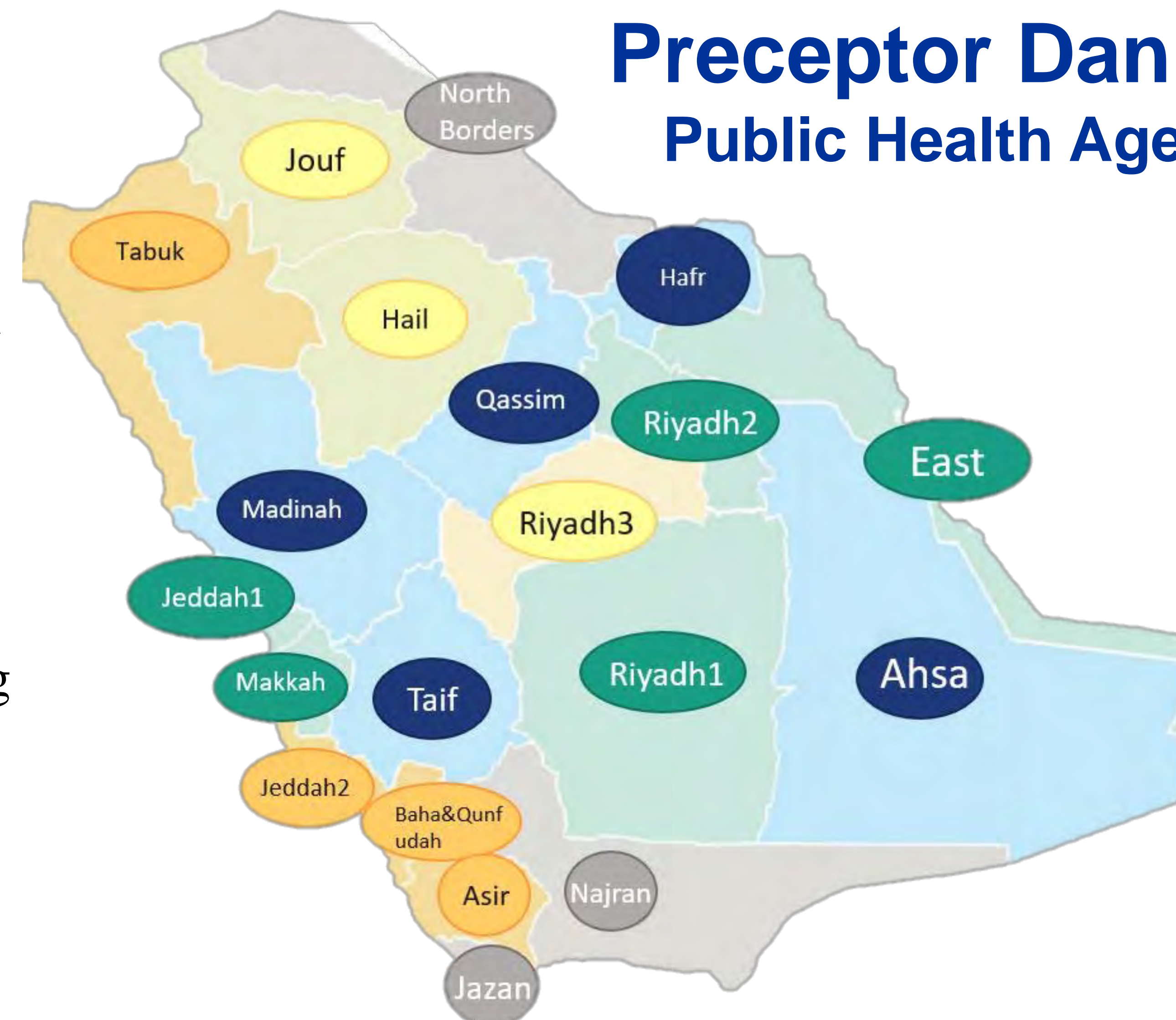


Figure 1: Distribution of Clusters by regions

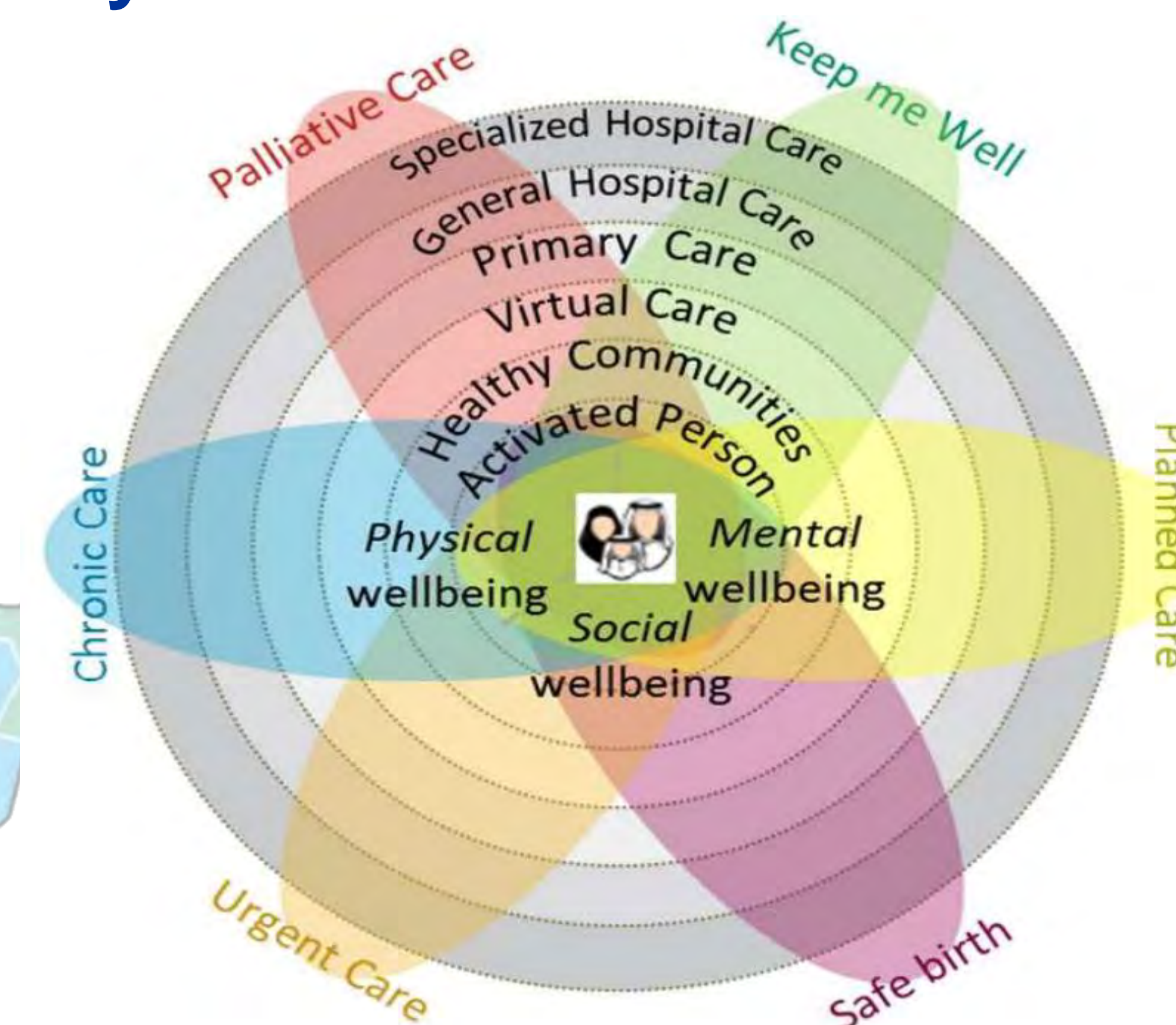


Figure 2: Model of Care interventions

Lessons Learned

- I have gained so much from this experience:
- How to analyze progress reports and provide sufficient feedback.
- How to write a formal proposal to the Saudi FDA authority.
- Using resources and ideas to ensure that the initiatives on the list are delivered in a timely and effective manner. What is the best way to arrange and conduct a team meeting.
- How to successfully lead and coordinate a program.

Learning Objectives

- Support in the health coach marketing campaign
- Participate in healthy shopping tours initiative.
- Assist the community in being well informed of their dietary choices.
- Participate in the initiative of promoting healthy food consumption in the workplace.
- Healthy promotion initiative through electronic health awareness.

Practicum Deliverables

- Health Coach success story template for use by the Health Coaches in E1 Cluster.
- Submission of a proposal to the Saudi FDA to help receive approval to launch the healthy shopping tour initiatives.
- Creation of a supermarket toolkit that provided resources for supermarket – based strategies to encourage healthy eating.
- Creation of high-resolution social media posts that includes clear and consistent content related to World Health days.

Public Health Implications

- Since the Kingdom of Saudi Arabia launched its 2030 vision back in 2016, in all sectors, the aim of the healthcare sector was to focus on patient centric healthcare including access to care, disease prevention and quality of care.
- Vision 2030 one of the goals was to increase the average life expectancy in the Kingdom of Saudi Arabia from 76 years to 80 years.
- Another goal was to focus on lifestyle changes within the Kingdom of Saudi Arabia as the highest burden of disease was chronic diseases brought on by unhealthy lifestyles, unhealthy nutrition, and low levels of physical activity.

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Figure 1, The Eastern Clusters currently include Al-Dammam (and surrounding areas), Al-Hasa, and Hafer AlBatin. Each cluster is responsible for delivering care and implementing the targeted interventions and initiatives.

Figure 2: The model of care has 6 different interventions: Keep Well, Chronic Care, Planned Care, Urgent Care, Safe Birth and Last Phase