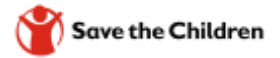




KOSOVO NEWS

AQH DIABETES AND HYPERTENSION CAMPAIGN HIGHLIGHTS



March 16th – April 30th 2018

March 16th

LAUNCHING OF HEALTH EDUCATION CAMPAIGN ON DIABETES AND HYPERTENSION

On March 16th the 6-week health education campaign on the risk factors for diabetes and hypertension was launched. The campaign is part of the “**Accessible Quality Healthcare**” Project, supported by the Swiss Development Corporation (SDC), implemented in joint consortium of the Swiss Tropical Institute and Public Health (TPH) and Save the Children in Kosovo.



An event for the general public was also organized on this day, which took place in the Mother Teresa Square in Prishtina, during which Save the Children staff distributed leaflets with key information about the risk factors of Diabetes and Hypertension. The general public was informed on the importance

of knowing how to prevent diabetes and hypertension, as well as how to detect the symptoms of diabetes and hypertension by advising undergoing regular medical check-ups.

A press conference with the media was organized by AQH on March 16th, where a press release on the campaign was released. During the campaign an [awareness-raising video](#) and radio advertisements were also launched, together with advertising billboards that were on display in Mitrovica, Gjakova, Vushtrri and Obiliq. Moreover, posters and information leaflets were made available at all 81 Family Medicine Centers throughout Kosovo supported by the project.



MARCH 20th – 21st

AQH TRAINING ON QUALITY ASSURANCE OF HEALTH EDUCATION



On March 20 and 21, within the framework of the "Accessible and Quality Healthcare" (AQH) project, the two-day workshop on the quality assurance of health education and promotion was held.

Participating in this workshop were representatives from the AQH project, Save the Children in Kosovo, Kosovo's National Institute of Public Health, the Association of Patients' Rights in Kosovo (PRAK), and other national non-governmental organizations involved in health.

The workshop was facilitated by Paula Valentine, Community Mobilization and Participation Adviser in Save the Children in the UK.



The workshop was very helpful to participants in that it offered them the opportunity to understand the key concepts and definitions that support health education and promotion more easily, and learn more about their role in effectively changing behavior, as well as gain the necessary skills to assess the quality of health education and promotion communication materials.

April 5th & 6th

AQH CAMPAIGN ACTIVITIES IN GJAKOVA AND MITROVICA



Our awareness-raising campaign on the risk factors for diabetes and hypertension continued with the organizing of activities in the city center of Gjakova (April 5th) and Mitrovica (April 6th).

During the event, informative leaflets with key information about diabetes and hypertension were distributed to the general public. Present at the event at Mitrovica city center were also **staff from Mitrovica's** Family Medicine Center, who offered free measurements of blood pressure and blood glucose levels.

The Accessible Quality Healthcare (AQH) project is designed to support the implementation of the national reform agenda and complement other donor-supported programmes with a focus on the Primary Health Care (PHC) level.

With its three outcomes the project aims to stimulate use of quality primary health care services by all Kosovo citizens, with particular attention to the needs and inclusion of socially vulnerable populations (Roma, Ashkali and Egyptian communities, rural women, and other vulnerable groups).



The underlying assumption is that better targeting of **clients' needs and improved management of services** will raise the quality of primary health service delivery. To improve quality of services in Kosovo, the AQH project focuses its interventions on a number of selected tracer diseases, prioritising Diabetes and Hypertension.

TOTAL CAMPAIGN REACH



During March 16th – April 30th AQH's awareness raising video:

APPEARED:

Approx. 370 times in 6 different national and local TV channels

REACHED:

Roughly 85,000 people on AQH's [Facebook Page](#)



During March 16th – April 30th AQH and SCiK:

DISTRIBUTED:

Approx. 3000 leaflets on the risk factors of Diabetes and Hypertension



During March 16th – April 30th SCiK:

POSTED:

5 Facebook Posts highlighting the activities organized during the campaign

REACHED:

Approx. 10,000 people

The AQH Campaign on raising awareness on the risk factors of Diabetes and Hypertension will continue to be implemented in Kosovo. More specifically, there will be more distribution materials developed along with an informative video ad that will be broadcasted on national TV.



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