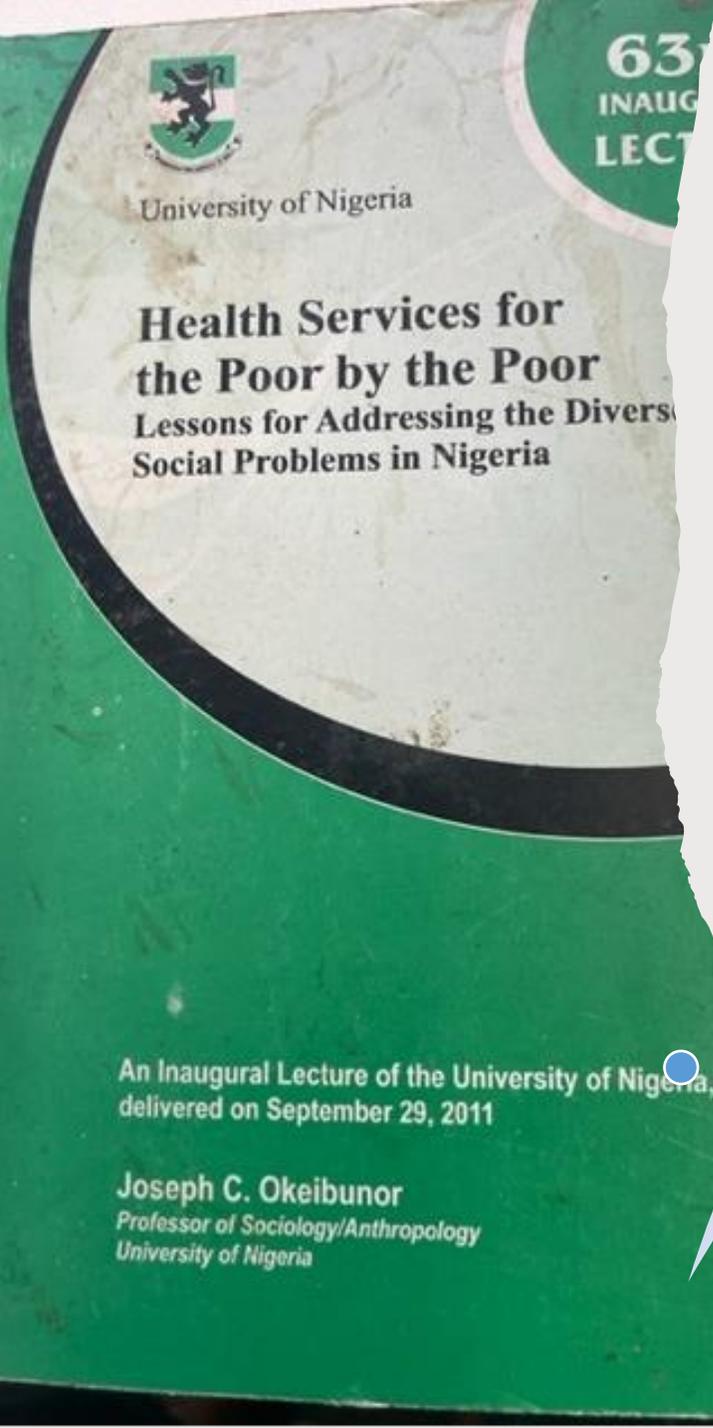


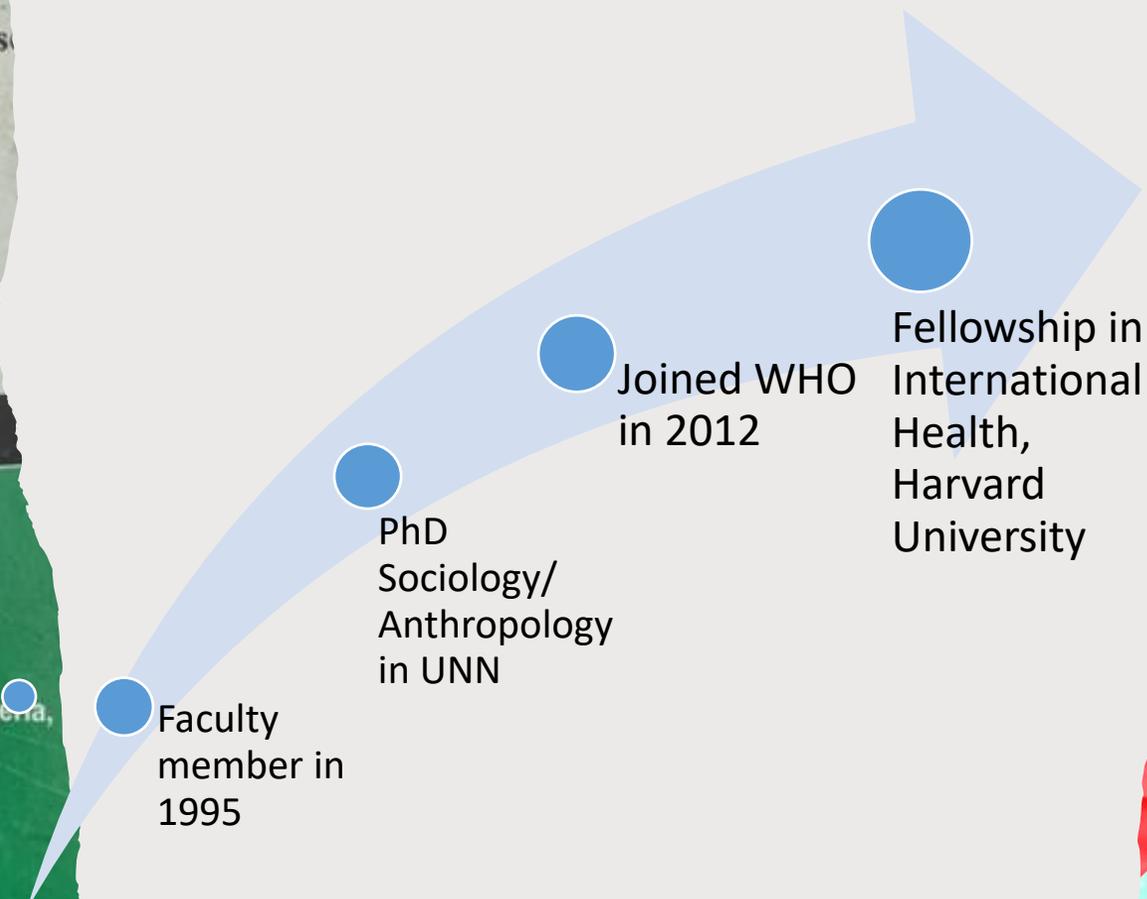
**BE THE TIGER IN YOUR FIELD WITH EYES ON THE
TARGET,
November 07, 2022**

**WEBINAR SERIES OF THE
CENTER FOR TRANSLATION AND IMPLEMENTATION
RESEARCH (CTAIR)**

**Dr Joseph Okeibunor
WHO/AFRO**



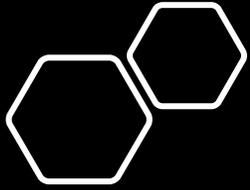
Brief Introduction



A tiger with orange and black stripes is lying down in a lush green forest. The tiger is looking directly at the camera with a calm expression. The background is filled with dense foliage and trees, creating a natural and serene environment. In the top left corner, there is a small orange horizontal bar.

Be the TIGER in
your Field

gettyimages
Zocha K



Attributes of the Tiger to Engage



AMBITION (FOCUSED
ON WORTHWHILE
GOALS)



SELF MOTIVATED



COURAGEOUS (GET
OUT OF COMFORT
ZONES)



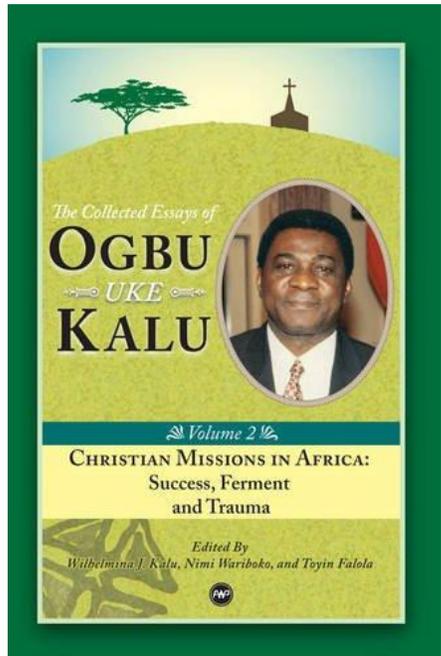
SELF-CONFIDENCE



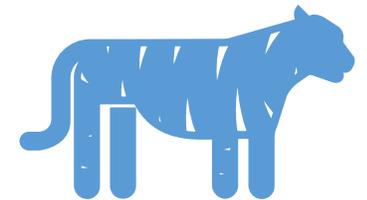
ENTHUSIASTIC



BE A TEAM PLAYER



Tigers in all Fields



The World Health Organization ?

- *Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO, 1948)*

- Frost and Reich (2008:xi) noted that:

- *Just because a good health intervention technology exists does not mean that it will be delivered, used, or achieve its potential to bring good health, especially for poor people in poor countries.*
- *Over the past several years, this realization has gained increasing acceptance around the world.*
- *Acceptance has grown with many organizations in global health – including the Bill and Melinda Gates Foundation, which has invested huge sums of money to support the development of new technologies for global health*

WHO FOCUS AND RESULTS

STRATEGIC PRIORITIES (AND GOALS)



ACHIEVING UNIVERSAL HEALTH COVERAGE

1 BILLION

more people benefitting from universal health coverage



ADDRESSING HEALTH EMERGENCIES

1 BILLION

more people better protected from health emergencies



PROMOTING HEALTHIER POPULATIONS

1 BILLION

more people enjoying better health and well-being

STRATEGIC SHIFTS

DRIVING PUBLIC HEALTH IMPACT IN EVERY COUNTRY
differentiated approach based on capacity and vulnerability

STEPPING UP LEADERSHIP

diplomacy and advocacy; gender equality, health equity and human rights; multisectoral action; finance

Policy dialogue to develop systems of the future	Strategic support to build high performing systems	Technical assistance to build national institutions	Service delivery to fill critical gaps in emergencies
--	--	---	---

FOCUSING GLOBAL PUBLIC GOODS ON IMPACT

normative guidance and agreements; data, research and innovation

Mature health system

Fragile health system

ORGANIZATIONAL SHIFTS

Measure impact
to be accountable and manage for results

Reshape operating model
to drive country, regional and global impacts

Transform partnerships, communications and financing
to resource the strategic priorities

Strengthen critical systems and processes
to optimize organizational performance

Foster culture change
to ensure a seamless, high-performing WHO

Contributions from all Disciplines and Fields

- Dr Tedros A. Ghebreyesus, WHO's Director General urged that:
- *“we need our collective knowledge, insight and experiences to answer the questions we don't have answers to, and to identify the questions we may not even realize we need to ask”*



Contributions from Behavioural and Implementation Sciences

- In another instance, Dr Tedros argued that:

“To address global and local health challenges and threats, and achieve the sustainable development goals, the United Nations family needs to understand how and why people and communities behave in their respective contexts.

As the global public health leader, the World Health Organization (WHO) cannot achieve its ambitious goal of transforming global health and the health of more than 7 billion people⁵ without a clear understanding of people’s health-related behaviours”.

-Bull World Health Organ 2021;99:755



Opportunities in WHO for All

- Employment of those that distinguish themselves in different fields
<https://www.who.int/careers/apply-for-a-position>
- United Nations Volunteers: <https://www.unv.org/>
- Young Professional Officer:
https://jobs.undp.org/cj_view_job.cfm?cur_job_id=25478
- Internship:
<https://www.who.int/careers/internship-programme>
- Research scholarships:
<https://mesamalaria.org/updates/tdr-call-applications-postgraduate-scholarship-implementation-research-academic-year-2023>
- Implementation Research:
<https://tdr.who.int/our-work/research-for-implementation>

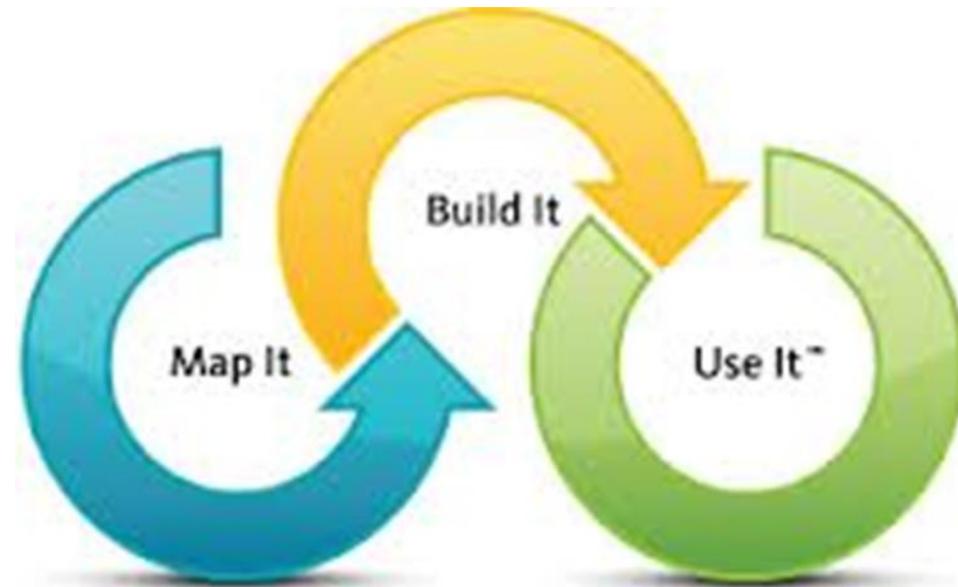
Implementation Research Toolkit

Introduction and basic orientation

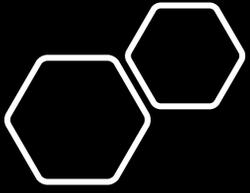


Implementation Research

A scientific inquiry into questions concerning implementation



Implementation research is “any research activity producing practically-usable knowledge, which can improve program implementation regardless of the type of research”



Doing it Yourself: The Implementation Research Processes

- The overview of the processes involved in IR to facilitate understanding of activities or be able to conduct projects directly.
- Simple implementation research projects can be done directly but more complex research question should be addressed by independent researchers.
- Only key concepts of implementation research are highlighted

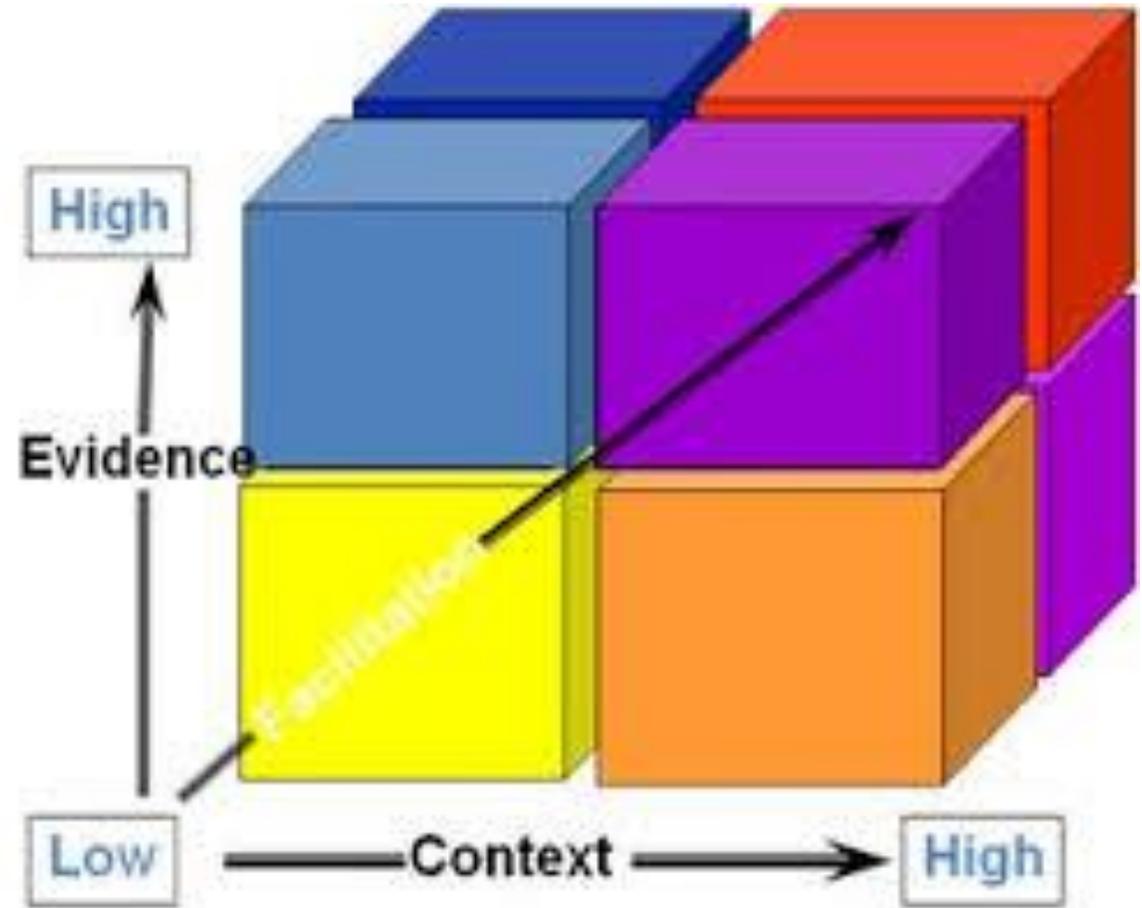




Doing it Yourself: The Implementation Research Processes

- **Step 1: Contextualizing IR**

- Designed to help researchers, implementers and decision-makers appreciate:
 - environmental and contextual issues in the IR setting
 - the need for involvement of all relevant stakeholder both for the planning and utilization of research results
 - the centrality of teamwork



Doing it
Yourself: The
Implementation
Research
Processes

Step 2: Developing proposal

Purpose of the research proposal

Forces investigators to clarify their thought on why research is being conducted;

Provides necessary guide and reference to team members

Essential for obtaining ethical approval

Qualities of a good proposal

Answer research questions and achieve study objectives

Show feasibility of the team and setting for the study

Make a good case for funding

Have enough details to allow replication in another setting

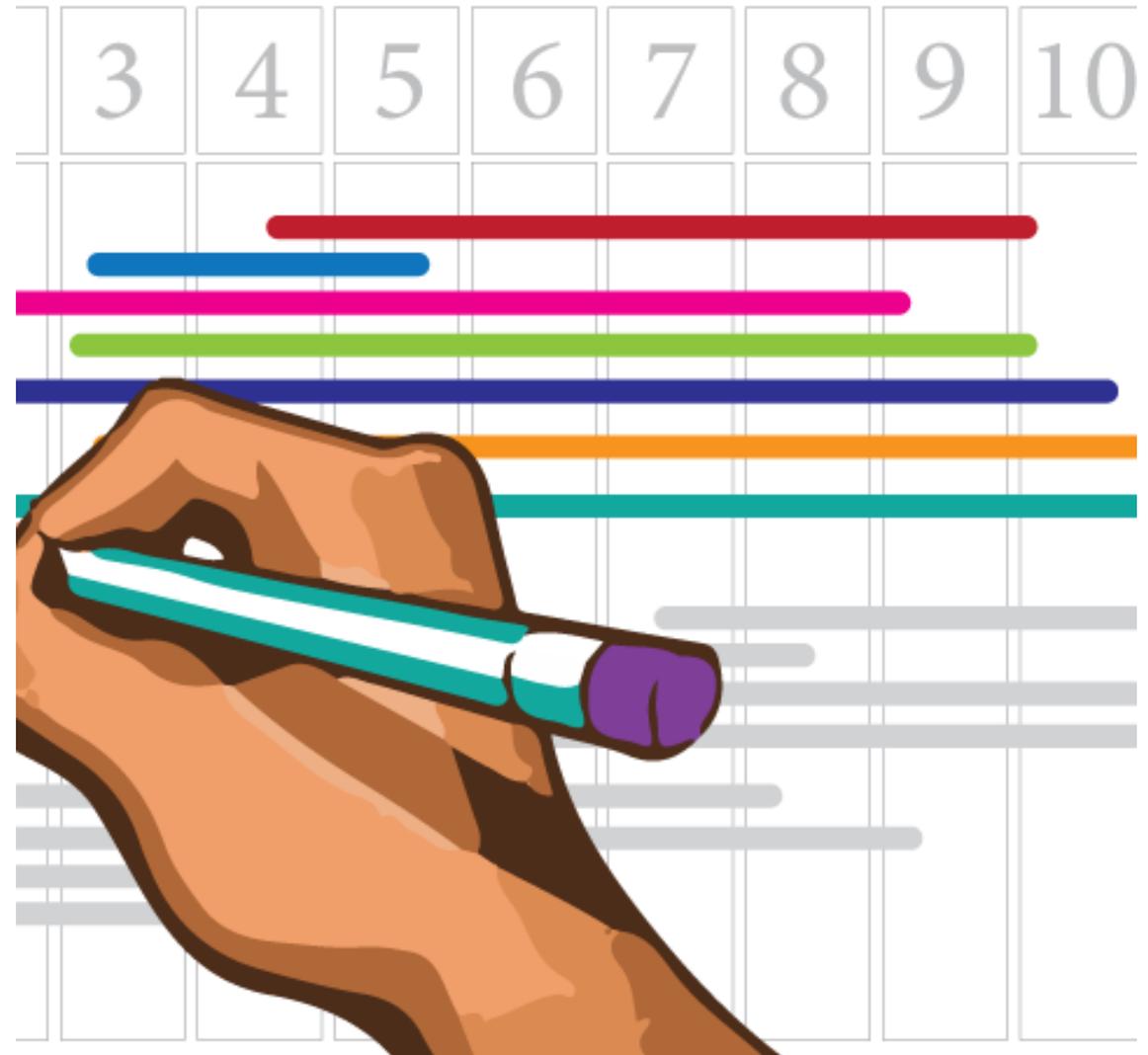
Doing it Yourself: The Implementation Research Processes

- **Step 2: Developing proposal**
- The components of the research proposal
 - Introduction: research question and objectives
 - Research design: Quantitative and Qualitative, intervention and non-intervention
 - Data collection and analysis tools
 - Ethical considerations
 - The project plan: timelines, budget, and justification
 - The impact: utilization of findings, capacity building



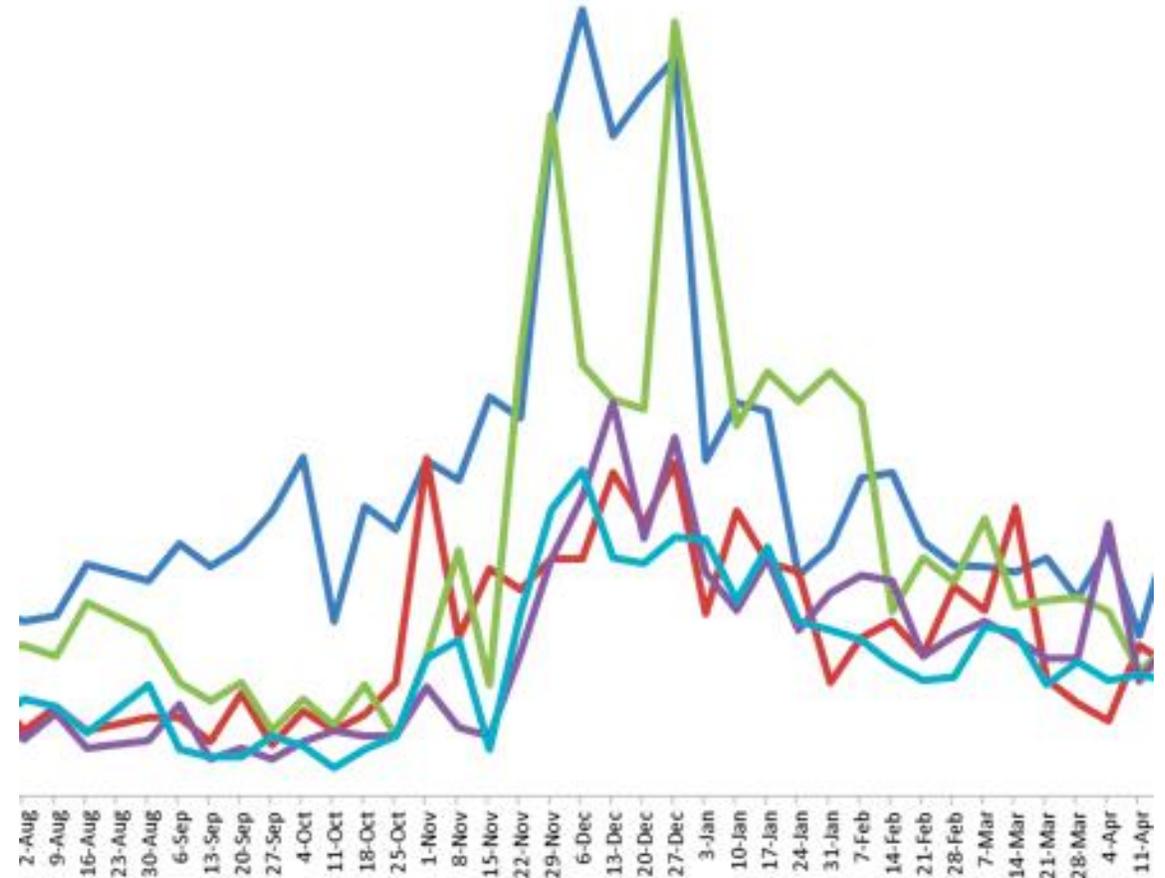
Doing it Yourself: The Implementation Research Processes

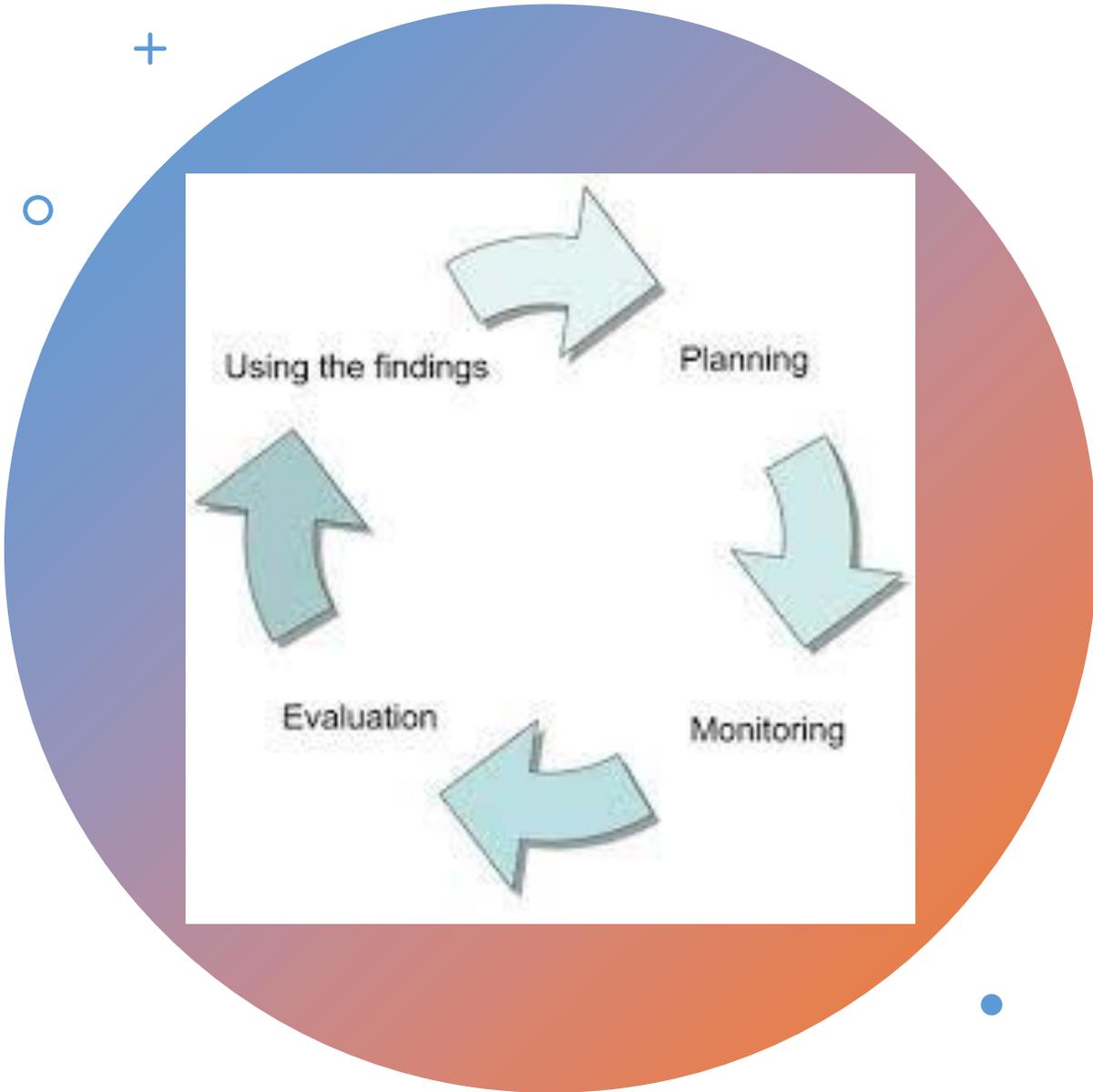
- **Step 3: Planning and conducting study**
- Addresses the steps that take place once resources for the project have been secured
 - Preparing for ethical review: requirements
 - Project implementation process: staff recruitment and assignment
 - Good practices in IR: training, pilot testing of instruments, launching, etc



Doing it Yourself: The Implementation Research Processes

- **Step 4: Data analysis and presentation**
- Quantitative
- Qualitative
- Emphasis on clarity and interpretability for all stakeholders





Doing it Yourself: The Implementation Research Processes

- **Step 6: Monitoring and Evaluation**
- Aims of M&E
- Developing M&E plan
- Implementing the M&E plan

Compliance means strict adherence to instructions and the requirements. Being *fully compliant* does not ensure a win, but failure to be compliant can easily result in a loss

Responsiveness means addressing the issues. The proposal cannot simply agree to meet the requirements in the solicitation; it must also address the needs, issues of the funders.

Strategy

Strategies that move your team to a favored position can include actions taken in four ways: 1) leverage your strengths; 2) mitigate your weaknesses; 3) highlight competitor weaknesses; and 4) neutralize competitor strengths.

Competitive Focus in a proposal means that you must not only respond to the issues and requirements, you must also reflect your competitive advantage

Quality of Writing should not be overlooked when crafting a proposal. Top-down (or deductive) writing provides the main benefits at the beginning and then develops the details

Visualization is a highly effective tool when creating a proposal. Key evaluators of proposals, often only skim proposals, looking for graphics that stand out and sell the solution.

Page and Document Design entices readers and facilitates understanding, even though evaluators may not be conscious of the design techniques used.

In summary, evaluators often view your proposal as the first deliverable of a new contract. Make it a high-quality product that reflects your attention to detail and quality standards.



Are you ready to be the TIGER
in your Field

THANK YOU

ASANTE ASANTE ASANTE

MATUR NUWUN OBRIGADO

GRAZIE NIRRINGRAZZJAK KIA ORA

MULTUMESC MOCHCHAKKERAM

SPASIBO OBRIGADO

SALAMAT MAMANA MATONDO

TERMA KASIH MAMANA MATONDO

GRAZIE KIITOS SPASIBO MERCI

MOCHCHAKKERAM KIITOS MOCHCHAKKERAM

ARIGATO CHOKRANE MATONDO

DANKON MATONDO

MULTUMESC

GRAZIE OBRIGADO

CAM'ON BAN

OBRIGADO

MAAKE GRAZIE

DANKON

ARIGATO

UA TSAUG RAO KOJ

OBRIGADO DANK JE

MACHCHAKKERAM

DANKON

SPASIBO

MACHCHAKKERAM

MATONDO

MULTUMESC

CHOKRANE

MAAKE

VINAKA JUSPAXAR

MULTUMESC

CHOKRANE

SPASIBO

KIITOS

MERCI

WELALIN

KIA ORA

SALAMAT

NIRRINGRAZZJAK

MATUR NUWUN

MOCHCHAKKERAM