WHOCC Public Health Education and Training Certification Service

The WHO Centre for Public Health Education and Training at Imperial College London provides a certification service for organisations and websites that wish to authenticate their public health education and training courses, programmes, and even academic institutions. Leveraging our expertise and the WHO Competency Framework for public health workforce development, this service aims to ensure global public health education standards.

Objective: The primary objective is to validate the quality and effectiveness of public health education and training offerings. By doing so, we aim to foster trust, improve educational outcomes, and enhance the credibility of certified courses and programmes.

Services:

1. **Course Certification**: A comprehensive evaluation of individual public health courses to ensure alignment with global standards.
2. **Programme Certification**: Detailed review and certification of public health training programmes to confirm adherence to quality benchmarks.
3. **Institutional Certification**: Certification for academic institutions providing public health education, ensuring overall educational excellence and adherence to global standards.
4. **Consultation and Support**: Continuous support and consultancy to help institutions meet certification standards and improve their public health education offerings.

Why Choose Our Certification Service?

- **Expertise**: Our team includes leading public health professionals and educators with extensive knowledge of current educational standards and practices. We are a team of Accredited Higher Education Fellows and Associate Fellows by Advance HE.
- **Global Standards**: Utilising the WHO Competency Framework ensures that certified courses and programs are recognised internationally. Our centre was the leading research team in developing the WHO Competency Framework for emergency preparedness.
- **Continuous Improvement**: We provide resources and guidance for enhancing public health education.

Certification Process:

1. **Application Submission**: Interested institutions apply for certification. Please download the application document below and email it to: info@imperialwhocc.org.
2. **Initial Review**: Our team conducts a preliminary review to assess eligibility and readiness. This would, on average, take around 10 business days.
3. **Agreement**: You will receive a contract with all the details and process drafted to be signed. Payment must be processed before proceeding to the next stage.
4. **Detailed Evaluation**: A thorough evaluation of the curriculum, faculty qualifications, learning outcomes, infrastructure, student support, continuous improvement processes, and health literacy integration.
5. **Feedback and Recommendations**: Institutions receive detailed feedback and recommendations for improvement to meet certification standards.
6. **Final Review and Certification**: After implementing the recommendations, a final review is conducted, and certification is granted to those who meet the standards.

Benefits of Certification:

- Certification signifies adherence to high standards, enhancing the institution's credibility.
- By following our recommendations, institutions can improve the quality and effectiveness of their education and training programs.
- Certified courses and programs are recognised globally, increasing their attractiveness to students and professionals.

Assessment Criteria: The certification process will involve scoring across various criteria, each evaluated on a scale of 0-3:

1. **Curriculum Evaluation**:
    a. Alignment with WHO Competency Framework
    b. Coverage of essential public health topics
    c. Inclusion of current and emerging public health issues
2. **Faculty Qualifications**:
    a. Faculty credentials and experience
    b. Continuous professional development
3. **Learning Outcomes**:
    a. Defined learning outcomes
    b. Methods for assessing achievement
4. **Infrastructure and Resources**:
    a. Adequacy of facilities and resources
    b. Access to current public health research and data
5. **Student Support and Services**:
    a. Availability of support services
    b. Mechanisms for student feedback
6. **Continuous Improvement**:
    a. Evaluation and improvement processes
    b. Regular curriculum updates
7. **Health Literacy**:
    a. Integration of health literacy into the curriculum
    b. Assessment and improvement of student health literacy levels

Application and Costing Process:

To apply for our certification services, institutions must submit a formal application outlining the specific service(s) needed. Below is a sample application form that includes

essential information such as the institution's name, contact details, and the specific certification service(s) being requested.

Application Form:

- Institution Name
- Address
- Email
- Website
- Service Requested: (e.g., Course Certification, Programme Certification, Institutional Certification)
- Attach documents needed based on the service requested. Please see the details of the documents required below.

Required Documents for Certification Services

To ensure a comprehensive evaluation and accurate certification, we require institutions to submit specific documents tailored to the type of service requested. These documents will allow us to assess your programme, course, or institution against global public health education standards.

1. Institutional Certification:

Institutions seeking certification must provide the following documents to verify their overall educational practices and infrastructure:

1. Proof of Business Funding/Business Model: Documentation showing the institution's financial sustainability and long-term business strategy.
2. Quality Assurance Documentation: Evidence of internal quality assurance processes, including policies, audit reports, and continuous improvement measures.
3. Personnel and Development Records: A detailed list of staff members, including qualifications, ongoing professional development, and training programmes for staff.
4. User and Staff Feedback: Surveys or reports showing feedback from both learners and staff on the effectiveness of courses, programmes, and support services.
5. Accreditation and Compliance Certificates: Proof of previous accreditations and compliance with national or international education standards.

2. Programme Certification:

For public health training programmes, institutions are required to submit the following documents for evaluation:

1. **Programme Structure and Curriculum:** Detailed information on the programme design, including modules, course content, and learning pathways.
2. **Core Learning Objectives:** Defined learning outcomes that align with the WHO Competency Frameworks for public health workforce development or equivalent.
3. **Teaching and Assessment Methods:** Descriptions of teaching methods and assessment tools used to measure students' progress and attainment.
4. **Programme Evaluation Reports:** Records of internal or external evaluations of the programme's effectiveness and student success rates.
5. **Student and Faculty Support:** Evidence of services available to support student learning, faculty development, and access to resources such as libraries and databases.

3. Course Certification:

Institutions seeking certification for individual public health courses should submit the following:

1. **Course Syllabus and Learning Outcomes:** A comprehensive syllabus detailing the course content, objectives, and the learning outcomes expected of students.
2. **Staff CVs and Bios:** Up-to-date curriculum vitae and biographies for all instructors, highlighting their qualifications and professional experience in public health education.
3. **Teaching Materials:** Course materials used, such as lecture slides, reading lists, case studies, and other educational resources.
4. **Assessment Methods and Rubrics:** Samples of exams, quizzes, assignments, and grading rubrics used to evaluate students' knowledge and skills.
5. **Student Feedback and Course Reviews:** Evidence of student feedback on course delivery, content, and effectiveness in meeting learning objectives.

Once we receive the application, our team will provide a tailored costing estimate based on the services requested and the size of the programme or institution being evaluated.

Costing Structure:

- Each document submitted for review (approximately 5 pages) will take around 3 hours to assess.

- Our consultants charge £200 per hour, meaning the cost of reviewing a single document is estimated at £600.
- The total review cost will depend on the number and complexity of documents submitted.

Sample Cost Estimates:

- Reviewing One Module:
    - o Time Required: Typically, reviewing one module takes 3 to 5 days, including preparation, assessment, and reporting.
    - o Cost: £1,000 to £2,000 for the review process, depending on the depth of evaluation needed.
- Reviewing 3 Documents or 3 Pages:
    - o Time Required: Reviewing three documents or pages for feedback generally requires 2 to 4 hours.
    - o Cost: With consultancy rates ranging from £100 to £300 per hour, the total cost could vary between £200 to £1,200.

Payment and Agreement:

Upon application submission and confirmation of receipt from our end, our team will conduct an initial review to assess eligibility and ensure readiness. This process typically takes 10 business days. Once eligibility is confirmed, a contract detailing the terms of service, payment structure, and timeline will be drafted and shared for your signature.