



# APP

## KING SAUD BIN ABDULAZIZ UNIVERSITY FOR HEALTH SCIENCES ADMINISTRATIVE POLICY AND PROCEDURE

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**NUMBER** : 014-P-V01-16  
**TITLE** : GUIDELINE FOR COMMUNITY ENGAGEMENT  
**ORIGINATING DEPT.** : COMMUNITY ENGAGEMENT COMMITTEE  
**ORIGINAL DATE** : MARCH 2016

### 1. STATEMENT OF PURPOSE

This document explains the policy, procedure and requirements necessary for the development and processing of all Community Engagement related issues / matters at all levels of King Saud Bin Abdulaziz University for Health Sciences (KSAU-HS) Kingdom of Saudi Arabia (KSA).

### 2. APPLICABILITY

This APP will apply to concerned departments, faculty, staff and students, and other stakeholders involved in processing Community Engagement related matters.

### 3. RELATED REFERENCE(S)

- 3.1 APP 1424-02 NGHA Events, Media Releases & Public Relations
- 3.2 Student's Activities Bylaws 2014/2015
- 3.3 Center of Community Health Promotion Guidelines

### 4. DEFINITIONS

- 4.1 **CCHP** is an acronym for Center of Community Health Promotion.
- 4.2 **CME** is an acronym for Continuing Medical Education by Saudi Commission for Health Specialties.
- 4.3 **Community Engagement** refers to the process by which the institution and individuals build ongoing relationships for the purpose of applying a collective vision for the benefit of the community.
- 4.4 **Health Promotion** is the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.
- 4.5 **Janadriyah Heritage Festival at Riyadh** is an annual celebration and demonstration of Saudi culture and heritage.
- 4.6 **Kingdom** refers to Kingdom of Saudi Arabia (KSA).
- 4.7 **KSAU-HS** is an acronym for King Saud bin Abdulaziz University for Health Sciences.
- 4.8 **Media** includes newspapers, television, radio, journals and any social media source that deals with the public.

- 4.9 **My Points Honorary Program** is a tool used to gauge how active students are. It is also used to reward students for their extra-curricular and community-related activities.
- 4.10 **Press Releases** are news release or press statements. These can be a written or recorded communications directed at members of the news media for the purpose of announcing reports claimed as having news value. The aim of which is to attract favorable media attention.
- 4.11 **PTC** is an acronym for Postgraduate Training Center.
- 4.12 **Student Club** is a body that arranges, organizes, and supports student activities, and aims to efficiently connect students with higher institution bodies.

## 5. POLICY

- 5.1 Any activities related to the community should be through the Community Engagement Stakeholders which are:
  - 5.1.1 Center of Community Health Promotion
  - 5.1.2 Deanship of Student Affair
  - 5.1.3 Postgraduate Training Center (PTC)
  - 5.1.4 University Relations & Media Affairs
  - 5.1.5 All Colleges in All Regions
- 5.2 Community Engagement Stakeholders should be responsible for maintaining and coordinating the following activities but are not limited to:
  - 5.2.1 Child/Youth oriented services
  - 5.2.2 Community Health Promotion
  - 5.2.3 Cultural events
  - 5.2.4 Environmental issues
  - 5.2.5 Humanitarian services
  - 5.2.6 Lifestyle modification
  - 5.2.7 Managing health conditions
  - 5.2.8 Public Lectures/Local conference
  - 5.2.9 School and other education venues
  - 5.2.10 Sports events
- 5.3 All activities that are provided through Community Engagement Stakeholders should be free of any conflicts with the religion, politics, goals & regulations of KSAU-HS and regulations of the Kingdom.
- 5.4 Community Engagement Stakeholders should be responsible for maintaining the good image and integrity of KSAU-HS in coordination with the concerned departments in implementing the activities of respective departments to building a positive image for KSAU-HS and all its hospital facilities and healthcare services.
- 5.5 The exclusive responsibility of PTC is restricted to scientific/medical events.
- 5.6 Health educators should document community education per event reporting number and type of events as well as the number of audience participated in the event.
- 5.7 **Center of Community Health Promotion**
  - 5.7.1 The Center of Community Health Promotion must participate in numerous community health promotion outreach activities in collaboration with local communities, community based organizations, local school, and business entities in Riyadh region.

- 5.7.2 The CCHP should be committed to work jointly toward engaging health educators, health care providers, teachers, students, parents, and community leaders in efforts to promote health
- 5.7.3 Community education must be offered to all participating personnel and their families, if possible. The community will be oriented to the environment and will be informed about procedures and preventive measures during the campaign.
- 5.7.4 Information / instruction utilized in community education must be based upon current and acceptable standards of practice. The Center of Community Health Promotion should coordinate community education and health promotion with the other Community Engagement Stakeholders.
- 5.7.5 Health educators should inform the targeted community about community resources which are available for further education and support

#### **5.8 Deanship of Student Affairs**

- 5.8.1 Deanship of Student Affairs must be the primary reference for representatives of the Student Club and the President of specialized clubs.
- 5.8.2 A representative of the Student Club or the president of specialized clubs must get the written approval of the Deanship of Student Affairs before implementing any activity or participating in it.
- 5.8.3 To implement any visit or a trip to any destination and in order to speed up the procedures, a contact number of the public relations or the person in charge of that entity must be attached with an activity request.
- 5.8.4 All designs and publications provided by the Deanship of Student Affairs to the Student Club should be considered as property of the Deanship of Student Affairs and it has the right to use it without permission.

#### **5.9 Postgraduate Training Center (PTC)**

- 5.9.1 Any College/Department planning to coordinate with PTC should fill-out the PTC Proposal Form.
- 5.9.2 The accomplished PTC Proposal Form must be submitted to the Dean of Postgraduate Education, KSAU-HS, at least three (3) months prior to the proposed activity date.
- 5.9.3 At the PTC Committee meeting, the requesting Department should designate a representative to present the proposal to the Committee, confirm their presentation and submit their presenter's name and contact details for ease of communication.
- 5.9.4 The proposed activity must comply with the PTC mission and vision.
- 5.9.5 The activity's objectives should enhance the target audiences' knowledge in medical, clinical and technical proficiency on patient care delivery and or disease prevention and control.
- 5.9.6 All PTC approved proposals requiring CME accreditation hours should be processed through the Postgraduate Training Center, which will consequently submit to the Medical Education Division of the Deanship of Postgraduate Education for a minimum of four (4) weeks prior to the proposed activity date.

## **5.10 University Relations & Media Affairs**

- 5.10.1** KSAU-HS endeavors to maintain orderly and consistent management of information released to the media. Information about the organization should be provided in an appropriate manner and as accurately as possible to avoid misunderstanding or confusion.
- 5.10.2** University Relations and Media Affairs must be committed to maintaining KSAU-HS integrity to the public by using all available media sources and services.
- 5.10.3** University Relations and Media Affairs must verify KSAU-HS press releases according to the existing policies and procedures of KSAU-HS.
- 5.10.4** All Media Affairs (press releases, TV, sponsorship, newspapers etc) should be the responsibility of the University Relations and Media Affairs.
- 5.10.5** University Relations and Media Affairs must coordinate alumni engagement in supporting KSAU-HS
- 5.10.6** University Relations and Media Affairs must support faculty interest in community engagement

## **6. PROCEDURE**

### **6.1 Center of Community Health Promotion**

Any activity that needs to be supported and under the supervision of the Center of Community Health Promotion:

- 6.1.1** Requesters submit the application for campaign at least three months (90 days) before the date of the activity.
- 6.1.2** Applying for campaign requires submitting the following data by the campaign leader or coordinator:
  - 6.1.2.1** Name of project.
  - 6.1.2.2** Department, unit or group applying for this grant.
  - 6.1.2.3** Campaign/location.
  - 6.1.2.4** Key contact person for the project: (Name, Phone, Email, & Mailing address including: mail code, department).
  - 6.1.2.5** Person responsible for handling the finances of the project.
  - 6.1.2.6** Project Summary: Describe the project (200 words maximum.)
  - 6.1.2.7** Estimated Budget.
  - 6.1.2.8** Suggested other funding resources.

### **6.2 Deanship of Student Affairs**

Any activity that needs to be supported and under the supervision of Deanship of Student Affairs:

- 6.2.1** Requesters need to submit the activity request 30 working days before the activity which requires approval from the university administration, design and printing.
  - 6.2.1.1** Recognizes scientific material within 48 hours of the requested date, otherwise, the activity will be canceled.

**6.2.2** Requesters need to submit the activity request 4 weeks before the activity. This does not require address the university administration, does not include design and print requirements.

**6.2.3** Requesters need to submit the activity request two weeks before the activity which will be within the university; require only the approval of the presidency of the Student Club to be logged within My Points honorary program.

### **6.3 Postgraduate Training Center (PTC)**

Any activity that needs to be supported and under the supervision of PTC:

#### **6.3.1 Before the Postgraduate Education Committee Approval**

**6.3.1.1** The requester prepares and completes *the PTC Proposal Form* for New CME Activities.

**6.3.1.2** The requester Submits to the Dean of Postgraduate Education, KSAU-HS, the fully completed and duly signed PTC Proposal Form and Guidelines Form in Conducting a New CME Activity, which defines the roles of Scientific Committee Chairman and Organizing Committee (PTC).

#### **6.3.2 After the Postgraduate Education Committee Approval**

**6.3.2.1** The requester meets with the Dean of Postgraduate Education and PTC Organizing Team on the first meeting of the activity's Scientific Committee.

**6.3.2.2** The requester meets with the PTC Organizing Team (Dean of Postgraduate Education, PTC Director or Manager and Coordinator) at least once to formally launch the activity organization and maintain regular communication until the activity's scientific program and required logistical arrangements are finalized.

**6.3.2.3** The requester agrees with the final arrangement/confirmation from the PTC management on the proposed activity date.

**6.3.2.4** The requester calls and manages all scientific committee meetings with necessary parties through activity preparations and immediately update the organizing committee with any sudden changes.

#### **6.3.3 During the Activity:**

**6.3.3.1** Must be physically present on-site daily, all throughout the activity.

**6.3.3.2** Always available during the activity to answer all participants' inquiries and individual concerns.

**6.3.3.3** Ensures all faculty members assigned are checked-in and ready to do their presentations.

**6.3.3.4** Assures that there is no marketing or other sales activity in the room where the activity is being conducted.

**6.3.3.5** Troubleshoots with the PTC Coordinator to ensure smooth conduction of the activity.

**6.3.3.6** Ensures all objectives and expected outcome of the activity are achieved.

**6.3.4 After the Activity:**

- 6.3.4.1 Ensures all objectives and expected outcome of the activity are achieved.
- 6.3.4.2 Measures the outcome of the activity.
- 6.3.4.3 Evaluates speakers' overall presentation performance.
- 6.3.4.4 Addresses any issue directly or through the activity Coordinators to the PTC Director/Manager, if any.

**6.4 University Relation & Media Affairs**

**6.4.1 Exhibitions.** The University Relations and Media supervises exhibition and other related KSAU-HS activities (inside and/or outside KSAU-HS) in coordination with the concerned departments with the exception of Scientific/Medical Exhibitions which is the responsibility of the Postgraduate Training Center.

**6.4.2 Janadriyah Heritage Festival.** Coordination and management of the KSAU-HS section for the Janadriyah Heritage Festival at Riyadh will be the responsibility of University Relations and Media Affairs and all related issues with the SANG Headquarters.

**6.4.3 Publishing and Printing Materials.**

**6.4.3.1** Non Scientific / Medical material will be the responsibility of the University Relations and Media Affairs.

**6.4.3.2** It is the sole responsibility of the respective department to ensure that the content of official material/s required to be printed and/or published is thoroughly reviewed inclusive of design and format, and does not violate the organizations' standards, culture or regulations.

**6.4.4 Symposia / Conferences / Lectures.**

Scientific / Medical events will remain the responsibility of the Deanship of Postgraduate Education. All non-scientific / non-medical activities remain the exclusive responsibility of the University Relations and Media Affairs.

**6.4.4.1** The University Relations and Media Affairs need to be notified a minimum of five (5) working days in advance for digital photography.

**6.4.4.2** The University Relations and Media Affairs need to be notified a minimum of five (5) working days in advance for media coverage.

**6.4.4.3** The University Relations and Media Affairs need to be notified a minimum of seven (7) working days in advance for visitors assistance.

**6.4.4.4** The University Relations and Media Affairs need to be notified a minimum of fourteen (14) working days in advance for event/meeting assistance.

**6.4.4.5** The University Relations and Media Affairs need to be notified a minimum of fifteen (15) working days in advance for promotional Items.

**6.4.4.6** The University Relations and Media Affairs need to be notified a minimum of thirty (30) working days in advance for publications request.

**6.4.4.7** The University Relations and Media Affairs need to be notified a minimum of 5-6 weeks in advance for design request.

**6.4.5 Violation of Media Releases and Interviews.** A written report of any violation relating to press releases, interviews, or any news reports / articles will be made by University Relations and Media Affairs and a copy of the said report will be provided to the Internal Audit Division.

**6.4.6** The University Relations and Media Affairs is the main department to respond to public concerns and queries sent to the university website.

## **7. RESPONSIBILITY**

It is the responsibility of Community Engagement Stakeholders and all related departments to implement the provisions of this APP.

**APPROVAL**

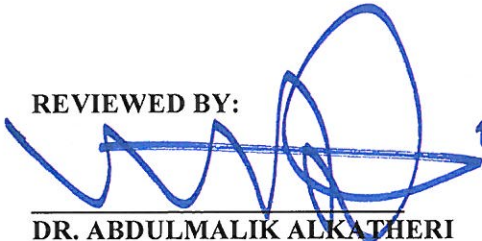
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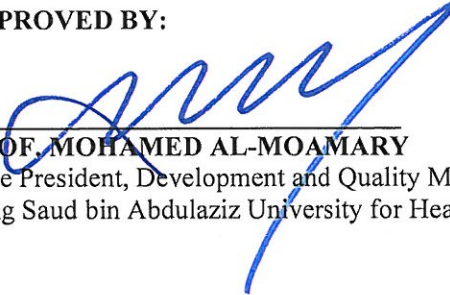


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