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**PROMOSI K3**

**Program Management**

**PERTEMUAN 4**

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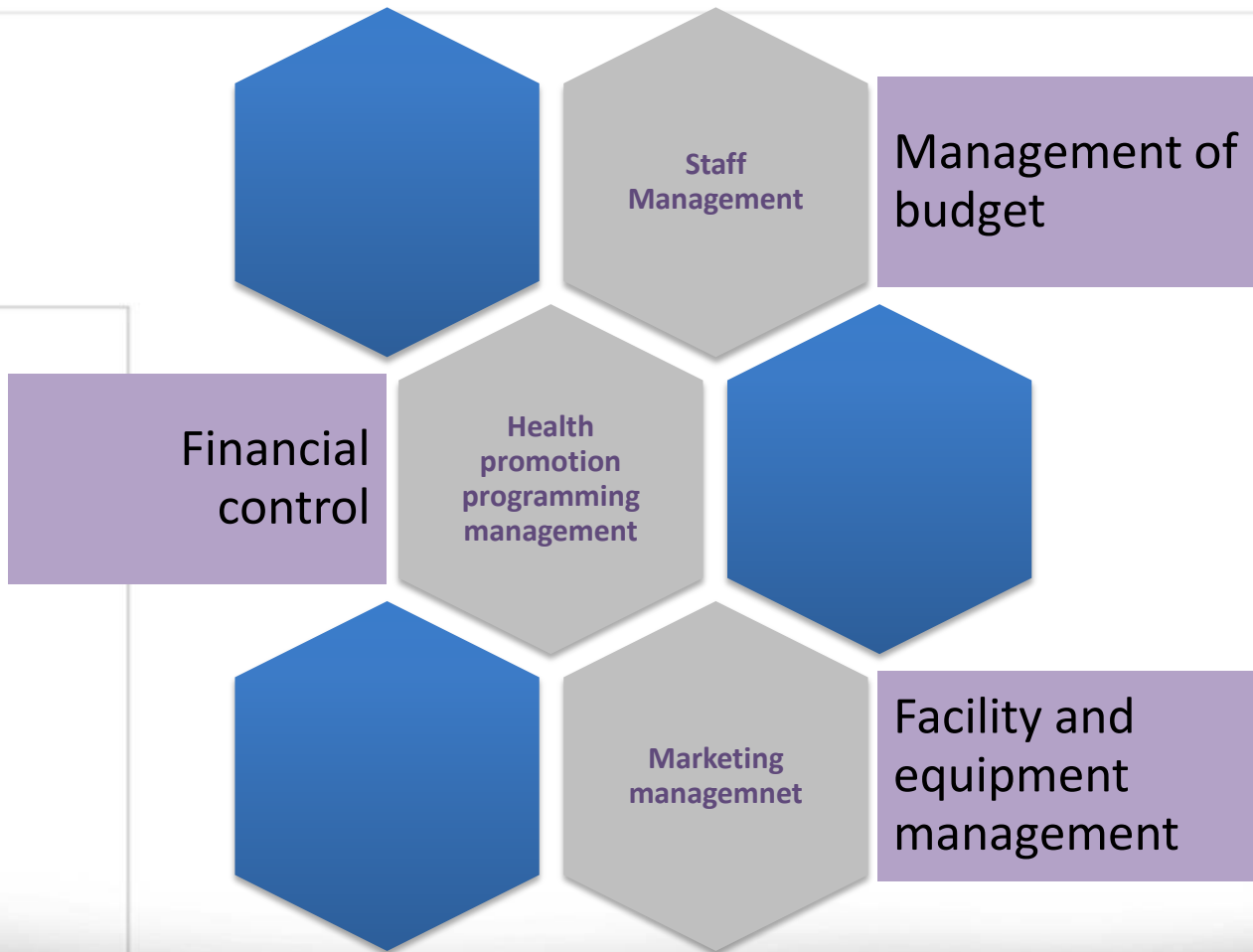
**Program Studi Kesehatan Masyarakat**

**Fakultas Ilmu-ilmu Kesehatan**

# Tujuan Akhir Pembelajaran

**Mahasiswa diharapkan mampu menguraikan konsep program management: manajemen sumber daya manusia, manajemen program promosi kesehatan, manajemen pemasaran program, Financial control dan budgeting, manajemen fasilitas dan sarana prasarana program**

# SESSION FOCUSES



## HEALTH PROMOTION MANAGEMENT FUNCTION

Planning

Organizing

Maintenance

Coordinating  
&  
Implementing

# HUMAN RESOURCE MANAGEMENT

HR Planning

HR Organizing

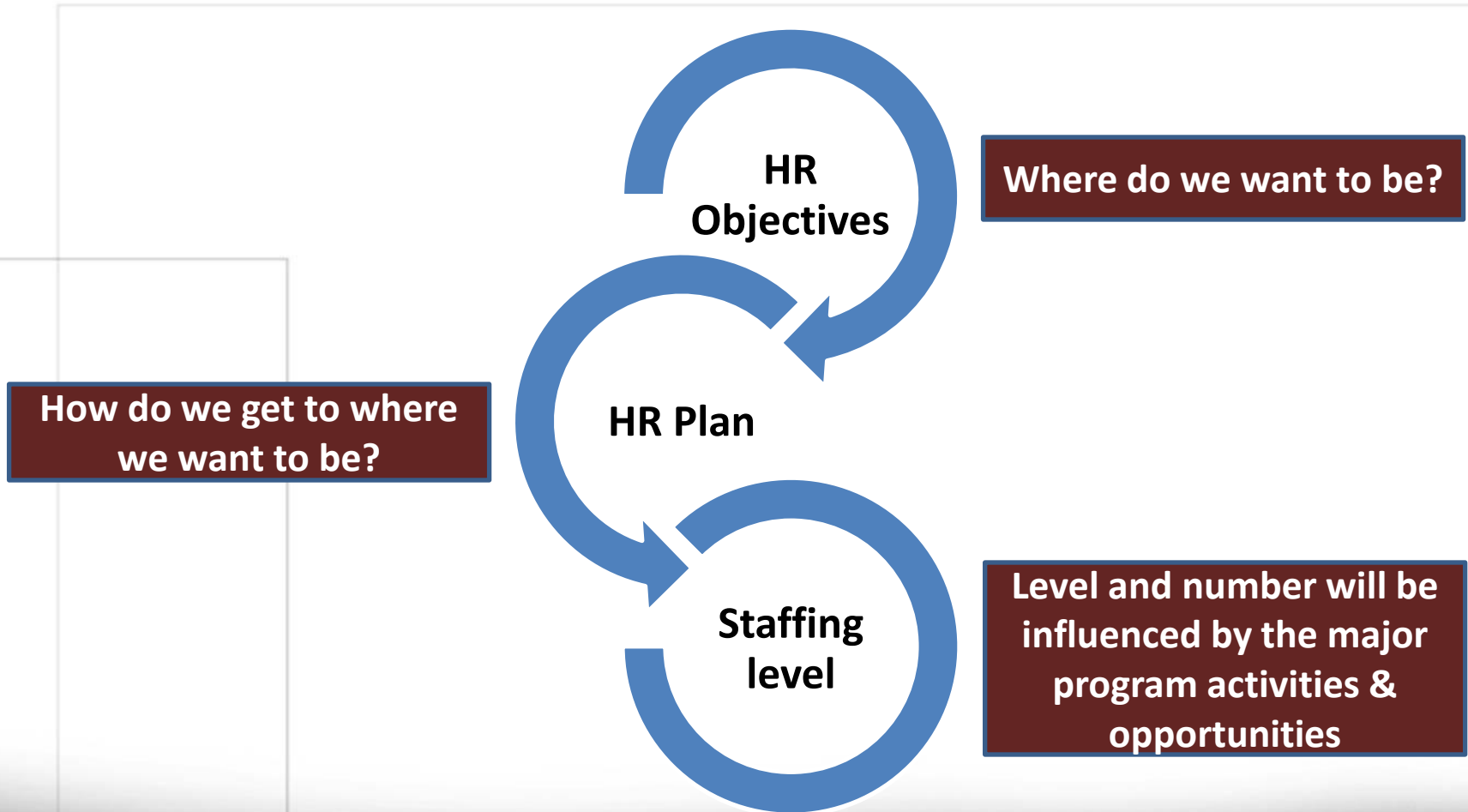
HR  
Maintenance

HR  
Coordinating &  
Implementing

# HUMAN RESOURCE PLANNING

- HRP Focuses on the development of an integrated set of policies, procedures and program and human resources objectives
- Designed to avoid under- or overstaffing by integrating the process that defines internal staff needs with the constant exploration of external resources.

# HUMAN RESOURCE PLANNING



# HUMAN RESOURCE ORGANIZING

## Job description

- Experience and skill
- Organizaional relationships
- Working condition

## Staff Relationships

- Number of span of control



# HUMAN RESOURCE COORDINATION & IMPLEMENTATION

**Recruitment**

**Selection**

**Orientation**

**Scheduling**

# HUMAN RESOURCE MAINTENANCE

Purpose & Goal Setting

Development & Training

Performance Evaluation

Management of a  
high- Performance  
Work team

# HEALTH PROMOTION PROGRAM MANAGEMENT

## Program Planning

Mission statement/purpose, Goals and objectives, Program Priorities, Program Mix, Annual calendar

## Program Organizing

Task Assignments, Action Steps, Internal & Eksternal Resources Audits

## Program Maintenance

A series of action to ensure that the program strategies groe and continue to challenge participants as the program matures.

## Program Coordinating & Implementing

Program promotion, Program Registration, Program Strategies

# MARKETING MANAGEMENT

## Marketing Planning

Marketing research, Market segments,  
Target market

## Market Organizing

Market mix

## Marketing Maintenance

Research, initiate, support, & energize  
programming.

## Coordination & Implementation of Market Plan

Product-Price-Place-Promotion issues  
and consideration

# FINANCIAL CONTROL & BUDGETING

**Budget  
Planning &  
Organizing**

Types of budget

**Budget  
Maintenance**

Budget variance report, Budget  
Efficiency, Budget growth

**Marketing  
Coordination &  
Implementing**

Record Management, Accounting  
program

# FACILITY & EQUIPMENT MANAGEMENT

Facility &  
Equipment Plan

Facility &  
Equipment  
Proposal  
(Organizing)

Facility &  
Equipment  
Maintenance

Facility & Equipment  
Coordination and  
Implementation

# Referensi

1. O'Donnell, Michael. (1994). **Health Promotion In The Workplace**. 2<sup>nd</sup> Edition. Canada : Delmar Publishers Ins.
2. Chenoweth DH. (2002). **Evaluating Worksite Health Promotion**. USA : Human Kinetics.

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