

Effectiveness of a Proposed Training Program in the development of Techno-Professional Skills Among Media and Health Education Officials In Fayoum Governorate

Study Summary: The revolution in information technology has led to new patterns of thought and culture, raising the expectations of individuals and communities regarding their issues and how to address them on all levels. Consequently, professional development in the humanities sector has become a necessity rather than a choice. Therefore, it is essential for those working in social work to develop their professional and technological skills to remain competitive in an ever-changing society. This study aimed to "Assessing the Effectiveness of a Proposed Training Program for Developing Techno-Professional Skills of Health Media and Education Officials in Fayoum Governorate.". The study follows a quasi-experimental design, using an experimental methodology. To evaluate the training program, a scale (developed by the researcher) was applied to the experimental sample before and after the program. The study concluded that the training program was effective in developing techno-professional skills among social workers responsible for media and health education in Fayoum Governorate, particularly in terms of knowledge acquisition, skill development, and values related to techno-professional skills such as (communication skills, effective presentation, time management, and documentation). The study recommended adopting policies that utilize technological tools in health awareness and education programs, encouraging research, training, and continuous education, and providing the necessary resources for these activities.

Keywords: Effectiveness, Health Education, Techno-Professional Skills, Training Program