



Primary Health Care Performance Initiative Communications Toolkit

Guidance for Social Media and Opinion Pieces

BACKGROUND

The following toolkit provides background and resources to support social media activities and/or the development of opinion pieces about the importance of strong primary health care. Additionally, the toolkit offers suggested language to promote the launch of the Primary Health Care Performance Initiative (PHCPI) on September 26, and the initiative's new website, PHCperformanceinitiative.org, which will also go live on September 26.

WHAT IS PRIMARY HEALTH CARE?

The last five decades have seen great improvements in the health of populations worldwide. Yet, too many women still die in childbirth, too many children still suffer or die from largely preventable causes and too many people lack access to quality and affordable care.

Strengthening health systems - especially at the primary care level - is central to addressing these challenges, building on health gains and achieving the Sustainable Development Goals, including the goal of universal health coverage.

Primary health care forms the foundation of health systems, ensuring all people stay healthy and get care when they need it. When primary health care works, people and families are connected with trusted health workers and supportive systems throughout their lives, and have access to comprehensive services ranging from family planning and routine immunizations to treatment of illness and management of chronic conditions. Health systems built on strong primary health care are more resilient, efficient and equitable. Primary health care meets the vast majority of communities' diverse health needs, and ultimately, saves lives.

Yet, all too often primary health care is the weakest link in the health system. The Ebola epidemic both exacerbated and was partially fueled by broken primary health care systems. Even in the absence of emergencies, the need for change is clear: most child deaths under age five are preventable through effective primary health care.

WHAT IS PHCPI?

The **Primary Health Care Performance Initiative (PHCPI)** brings together country policymakers, practitioners, advocates and other development partners to catalyze improvements in primary health care in low- and middle-income countries through better measurement and knowledge-sharing. PHCPI will be formally launched at an event in New York on September 26, on the side-lines of the 70th UNGA.

PHCPI was founded by the Bill & Melinda Gates Foundation, the World Bank Group and the World Health Organization, in partnership with Ariadne Labs and Results for Development.

For more information about PHCPI, see the PHCPI backgrounder on page 9.

SUGGESTED SOCIAL MEDIA CONTENT

Below is suggested social media content to share leading up to the launch of PHCPI. You can help raise awareness about the importance of strong primary health care through the following activities:

- **Disseminate content** from this toolkit via online channels (e.g., social media, blogs, listservs/newsletters)
- **Share this toolkit** with other relevant organizations and/or individuals and encourage their support

Hashtags

When drafting your own social media content, we encourage you to use the following hashtags:

- Main hashtag (*to be used when referencing primary health care*): [#PrimaryHealthCare](#)
- Launch-event hashtag (*to be used in the days prior to and on September 26*): [#HealthyFuture2015](#)
- Additional existing hashtags to link to related health conversations: [#HealthForAll](#), [#globalhealth](#), [#UHC](#), [#SDGs](#), [#MNCH](#), [#UNGA](#), [#post2015](#), [#sustaindev](#)

Suggested Social Media Language

The following suggested social media language can be paired with your own image, or any of the graphics in the section below:

Language on the importance of primary health care:

- Strong [#PrimaryHealthCare](#) worldwide is essential to achieving the [#SDGs](#). **[image]**
- We need strong [#PrimaryHealthCare](#) systems in order to achieve [#healthforall](#). **[image]**
- [#PrimaryHealthCare](#) helps people, especially women & girls, survive & thrive. [#mnch](#) **[image]**
- For progress on [#HIV](#), [#malaria](#), [#TB](#), [#NCDs](#), [#RMNCH](#) & more: invest in improving [#PrimaryHealthCare](#) **[image]**
- How to achieve [#SDG 3](#) and [#EWEC](#) Global Strat 2.0? Starting point is strong [#PrimaryHealthCare](#). **[image]**
- When [#PrimaryHealthCare](#) systems perform well, they can meet the vast majority of community health needs. <http://bit.ly/1MkyyXC>
- All too often [#PrimaryHealthCare](#) is the weakest link in the health system. We need better data to understand why. <http://bit.ly/1MkyyXC>
- Decision-makers globally need better information about the attributes of high-performing [#PrimaryHealthCare](#) systems: <http://bit.ly/1MkyyXC>

Language to promote the PHCPI launch event:

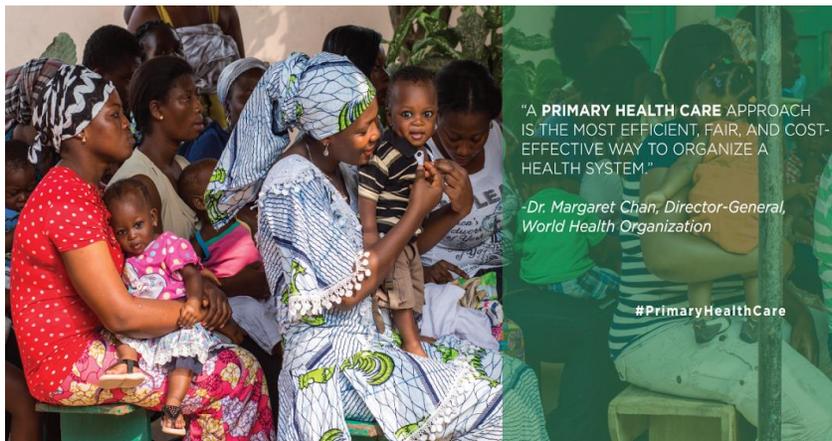
- How do we secure a healthy future? Strengthen our [#healthsystems](#). Learn more on 9/26, 3:15PM ET <http://bit.ly/1iIzMQJ> [#HealthyFuture2015](#)
- Lessons from Ebola: strong [#healthsystems](#) = more resilient communities. Watch on 9/26, 3:15PM ET <http://bit.ly/1iIzMQJ> [#HealthyFuture2015](#)
- Healthier systems = healthier lives. Strong [#healthsystems](#) will help us achieve the [#SDGs](#) & more <http://bit.ly/1iIzMQJ> [#HealthyFuture2015](#)

Language to promote PHCPI and the new website:

- To secure a healthy future for communities worldwide, improve data & measurement of [#PrimaryHealthCare](#). Learn more: PHCperformanceinitiative.org
- Better data & measurement are critical to improve [#PrimaryHealthCare](#) systems [@ImprovingPHC](#). More at PHCperformanceinitiative.org
- How do we build healthy communities? W/ better data & stronger [#PrimaryHealthCare](#). Learn more: PHCperformanceinitiative.org [@ImprovingPHC](#)

Graphics

High-res versions of the thumbnail images below are available to download [here](#). Please note that there are two sizes of each image in the hyperlinked folder: one sized for sharing on Twitter and one sized for sharing on Facebook. The images are labelled accordingly.





Twitter Quiz

An interactive Twitter quiz to engage and educate your followers can be easily created by following the steps below.

In **one** tweet:

- Insert the following language: **How many people lack access to essential health services, which are typically delivered through #PrimaryHealthCare?**
- Upload the below four photos, in this order (high-res images can be downloaded [here](#)):



- Post the tweet.

When the tweet is live, it will appear as below. Clicking on any of the boxes will open the individual full image, revealing whether the selection is correct or incorrect.

How many people lack access to essential health services, which are typically delivered through #PrimaryHealthCare?



PHCPI Partner Twitter Handles

The PHCPI Twitter handle is [@ImprovingPHC](#). PHCPI partner Twitter handles are listed below, for reference when drafting your own shareable content.

- Bill & Melinda Gates Foundation - [@gatesfoundation](#)
- World Bank Group - [@WorldBank](#)
- World Health Organization - [@WHO](#)
- Ariadne Labs - [@AriadneLabs](#)
- Results for Development - [@R4Development](#)

Event Speaker Twitter Handles

Speaker Twitter handles are listed below, in order of event appearance (*note*: not all speakers have official Twitter handles).

- Prime Minister Erna Solberg, Norway - [@erna_solberg](#)
- President Jakaya Mrisho Kikwete, Tanzania - [@jmkikwete](#)
- Secretary General Ban Ki-moon, UN - [@UN_Spokesperson](#)
- Jasmine Whitbread, Save the Children - [@JMWhitbread](#)
- President John Dramani Mahama, Ghana - [@JDMahama](#)
- Bill Gates, Bill & Melinda Gates Foundation - [@BillGates](#)
- Atul Gawande, Ariadne Labs - [@Atul_Gawande](#)
- Seth Berkley, Gavi, the Vaccine Alliance - [@GaviSeth](#)

GUIDANCE FOR OP-EDS & BLOG POSTS

THEME AND STRUCTURE IDEAS

If you are interested in writing an opinion piece, we encourage you to think about how primary health care relates to the issues you work on and care about most. As a starting point, following are several **theme** ideas on the linkages between primary health care and other health initiatives.

- **Health systems and emergencies:** Strong and resilient health systems depend on the primary health care system as people's first point of contact for care. Primary health care also serves as an early warning mechanism to detect and stop disease outbreaks before they become deadly epidemics, distinguishing communities susceptible to disease from those resilient to disease - a key goal of health system strengthening efforts.
- **Data and measurement:** Many health areas have benefited from improved data, which help countries identify what investments and policies deliver the best and most efficient care to meet the needs of communities. An opinion piece on data and measurement could focus on the power of metrics to drive changes broadly, across health and development areas.
- **Universal health coverage:** Strengthening primary health care is an essential component of achieving universal health coverage. To ensure every person has access to essential and affordable health services, we need strong and responsive health care systems to deliver them, especially at the primary care level.
- **People-centered health care:** The WHO global strategy on people-centred and integrated health services, launched in March 2015, highlights an important new way to empower patients, fight health system fragmentation and both engage and incentivize providers across care settings. Effective primary health care is foundational to achieving people-centred and integrated health services. PHCPI's efforts to improve primary health care service delivery promote key functions of primary health care critical to WHO's strategy, including coordination, effectiveness and patient and community engagement.
- **Infectious and non-communicable diseases:** Strong primary health care systems are central to preventing, treating and managing infectious and non-communicable diseases. Investments in these diseases and target populations have also served to strengthen primary health care systems. For instance, HIV/AIDS programs around the world have drawn attention to the importance of counselling, continuity of care, and the complementarity of prevention, treatment and palliative care - key components of a strong primary health care system. An opinion piece could focus on how a specific disease is managed and treated in the primary care setting, including challenges and opportunities for improvement.
- **Women, children and adolescents:** Primary health care can play a major role in the reduction of maternal and child mortality. Strengthening health systems, including primary health care, is a key goal of the [Updated Global Strategy for Women's, Children's and Adolescents' Health](#).

These are just some examples of the ways in which primary health care is connected to other health goals and areas; we encourage you to explore the areas of intersection that interest you most. Further, there are many ways these linkages could be articulated and structured. Here are some ideas on how you could **structure** your op-ed/blog post:

- **Make an argument** for why we should care about primary health care, directly drawing connections between primary health care and other health areas - e.g., through data and/or qualitative argument.
- Use a **personal story** to show how a person's primary care visit shapes his/her individual, family and community's health.
- To start your piece, contextualize primary health care within a **news event**, such as the upcoming launch of the Sustainable Development Goals or the aftermath of Ebola.
- Highlight an interesting piece of **data**, and explore what it means for strengthening primary health care.
- Explore a **challenge** for your health area, and how building strong primary health care systems could help address that challenge.

GUIDELINES FOR WRITING YOUR OP-ED/BLOG POST

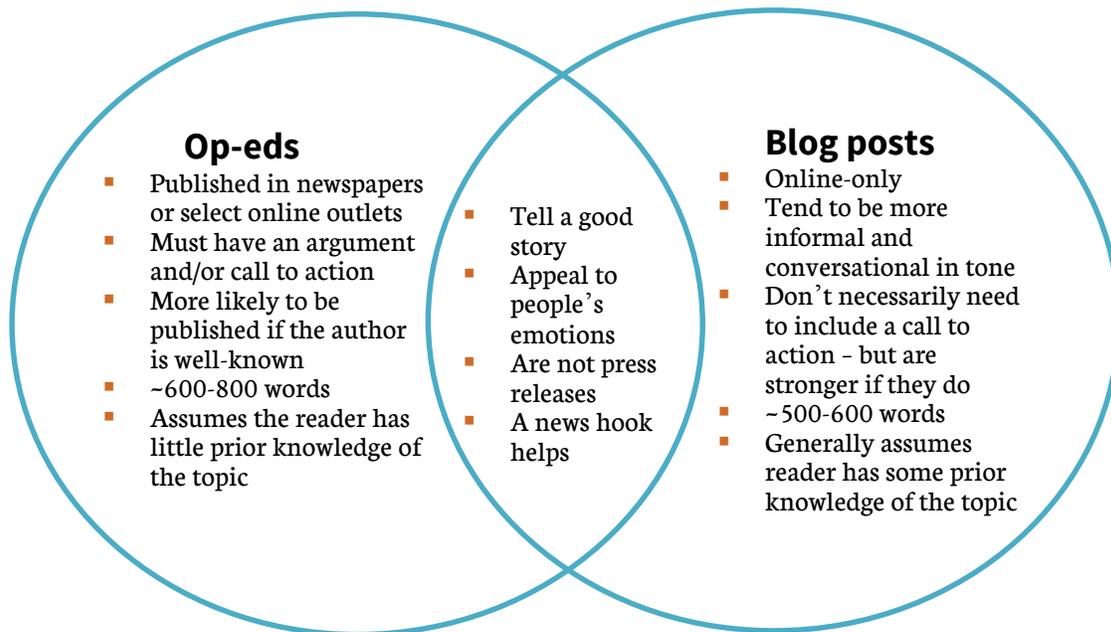
Know Your Audience

One of the first decisions to make before writing your opinion piece is: who do you want to read it?

For example, an op-ed written for the *New York Times* will be very different from a blog post for a development-focused website. So, before writing, make sure you have a clear idea in mind of where you want to place your piece, who you want to read it, and what kind of background knowledge and beliefs you can assume your readers generally have.

Op-ed vs. Blog Post

While there is quite a bit of overlap between an op-ed and a blog post, there are a few key distinctions to keep in mind when writing your piece. The following Venn diagram outlines some of these similarities and differences.



Ingredients for Success

Once you know your audience and the topic you'd generally like to cover, the next step is figuring out what to write. Whether writing an op-ed or a blog post, common ingredients for success include:

- ***Inspiration.*** Why do you care about this topic? Why is this something readers should care about?
- ***A compelling voice.*** Writing from your own perspective, and finding your own compelling voice, will help readers connect.
- ***A news hook.*** Why now? Including a news hook is especially important for writing op-eds. Blog posts should also answer the question “why now,” though explicitly linking to a news event is not necessary.
- ***A bottom line.*** One main thread, argument or idea should link the piece together. This should be simple enough that it could be captured in a single sentence or phrase (e.g., the title).

Common plot lines include:

- Shocking problem, feasible plan
- Conventional wisdom is wrong
- Puzzle explained/explored

WHAT HAPPENS AFTER YOU'VE WRITTEN YOUR PIECE?

After you've written your piece, you can feel free to post it through your own channels, or reach out to **Mary Robbins at Global Health Strategies**, mrobbins@globalhealthstrategies.com, for support editing and/or pitching. If you are posting the piece through your own channels, please do still contact us - we would love to see what you've written and promote it through our channels.

Appendix I: PHCPI Backgrounder

Primary Health Care Performance Initiative

The Primary Health Care Performance Initiative (PHCPI) brings together country policymakers, health system managers, practitioners, advocates and other development partners to catalyze improvements in primary health care in low- and middle-income countries through better measurement and knowledge-sharing.

Why Primary Health Care?

The last five decades have seen great improvements in the health of populations worldwide. Yet, too many children still suffer or die from largely preventable causes, too many women still die in childbirth, too many people die from treatable chronic conditions, and too many people lack access to quality and affordable health care.

Strengthening health systems – especially at the primary health care level – is central to addressing these challenges, building on health gains and achieving the Sustainable Development Goals, especially the goal of quality universal health coverage.

Primary health care forms the foundation of health systems, ensuring all people stay healthy and get care when they need it. When primary health care works, people and families are connected with trusted health workers and supportive systems throughout their lives, and have access to comprehensive services ranging from family planning and routine immunizations to treatment of illness and management of chronic conditions. Health systems built on strong primary health care are more resilient, efficient and equitable. Primary health care meets the vast majority of communities' diverse health needs, and ultimately, saves lives.

Despite its importance, primary health care is all too often the weakest link in the health system. The Ebola epidemic both exacerbated and was partially fueled by broken primary health care systems. Even in the absence of emergencies, the need for stronger primary health care is clear: most child deaths under age 5 are preventable through effective primary health care.

Spurring Primary Health Care Improvement

To improve primary health care, ensuring adequate funding is critical. Yet, while many countries have identified primary health care as an urgent priority, they lack comprehensive data needed to pinpoint specific weaknesses, understand their causes and strategically direct resources to the areas of greatest need.

To better understand the multiple aspects of primary health care performance, PHCPI will help countries track key performance indicators for their primary health care systems, identifying which parts of the system are working well and which ones aren't. This will enhance accountability and provide decision-makers with essential information to drive improvements. To make data actionable, the partnership will also provide a platform for countries to share lessons and best practices.

PHCPI Approach

PHCPI SUPPORTS STRONGER PRIMARY HEALTH CARE SYSTEMS THROUGH FOUR INTERCONNECTED AREAS OF WORK:

STRENGTHEN PERFORMANCE MEASUREMENT. PHCPI will harness existing and emerging data on primary health care performance to monitor and report on variations across and within countries, promote accountability and guide performance improvement. Specifically, [PHCPI's Vital Signs Indicators](#) include measures that, when taken together, provide a snapshot of primary health care system performance. PHCPI will also work with countries to expand data availability and develop additional indicators that countries can use to diagnose and address underlying challenges.

GENERATE AND SHARE KNOWLEDGE. PHCPI will synthesize existing information on effective primary health care delivery models across the globe and generate new knowledge based on how countries have achieved improvements. It will identify drivers of performance and document useful strategies for countries seeking to improve primary health care.

PROMOTE COUNTRY-LEVEL IMPROVEMENT. PHCPI will work with countries and development partners on an ongoing basis to improve primary health care. PHCPI is supporting countries through partnerships with the [Joint Learning Network for Universal Health Coverage](#) and other global networks to collaboratively develop tools to collect, interpret and act on data.

ENGAGE PARTNERS TO BUILD MOMENTUM. PHCPI will bring together a network of country policymakers, advocates and other development partners who are committed to building momentum around primary health care and supporting improvement efforts. Working together, we will increase the focus on primary health care as a global priority.

Interested in learning more? Visit PHCperformanceinitiative.org to explore PHCPI's 25 Vital Signs indicators through an interactive data visualization tool, and access information about primary health care across the globe.

Better Understanding Primary Health Care

To improve primary health care systems, countries first need better information. For example, policymakers typically can access data on the total number of health workers, medicines and supplies available in their countries – commonly measured and important statistics. However, policymakers often lack data on how inputs like supplies and medicines convert to outputs and outcomes, like healthier populations.

What's often not measured is the experience of patients who receive care, health workers who give care and people who may not interact with the system at all. For example, systematic and comparable data on how often health workers are present at health centers and the accuracy of their diagnoses are collected in only a handful of low- and middle-income countries.

Existing research points to the importance of these factors – what happens between “inputs” and “outputs” – in improving the health of communities. With better information on how primary health care services get delivered, countries and their development partners can understand where changes will have the biggest impact.

PHCPI seeks to build on existing data and generate insights to determine the most effective ways countries can improve primary health care performance.

PHCPI PARTNERS

PHCPI was founded by the Bill & Melinda Gates Foundation, the World Bank Group and the World Health Organization, in partnership with Ariadne Labs and Results for Development. We are engaging a network of country policymakers, advocates and other development partners to move the initiative forward. To learn more, please visit [PHCperformanceinitiative.org](https://phcperformanceinitiative.org) or contact [info@PHCperformanceinitiative.org](mailto:info@phcperformanceinitiative.org).