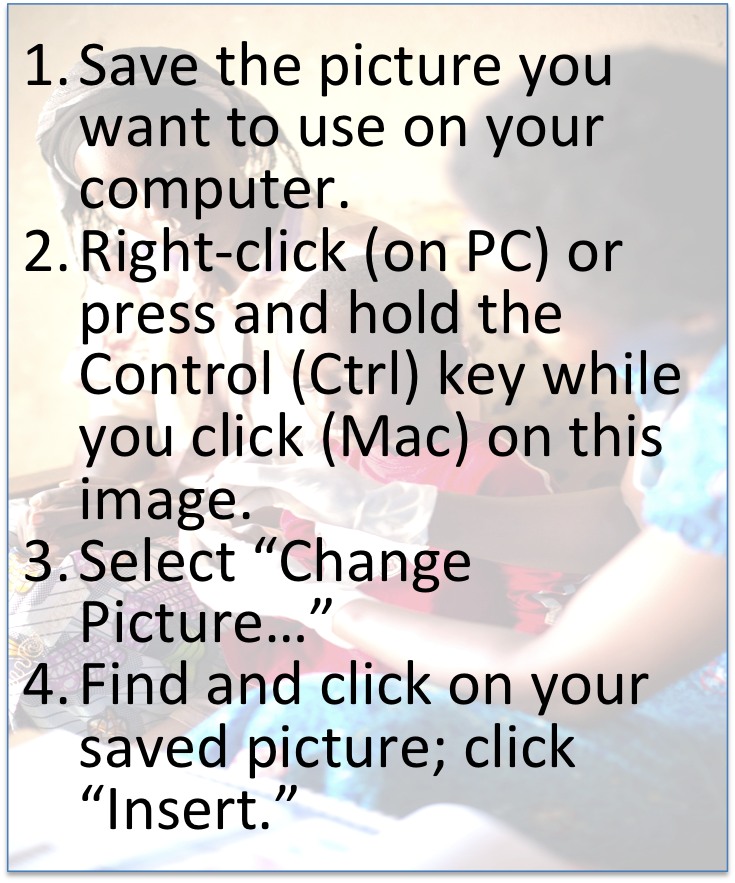
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*Photo credit: [name or organization]*

Learn More

Compare

Compare [country’s] performance with that of its neighbors and other countries around the world, and learn from their experiences

Take advantage of new, practical tools for primary health care system diagnosis and improvement

Find Tools

Primary health care forms the foundation of health systems, ensuring all people stay healthy and get care when they need it.  Primary health care connects people and families with trusted health workers and supportive systems to address the majority of their health needs throughout their lives.

*[Paste or type a relevant quote or fact here, and adjust text size so that it fits in the space]*

PHCperformanceinitiative.org

Health in [Country]

[Select all the text in this text box (keyboard shortcut: CTRL+A on a PC or ⌘+A on a Mac), and paste or type over the existing text with basic information about the strengths and weaknesses of the country’s health care system, including primary health care elements.

Aim for about 750 words, and adjust the size of the font to make it fit if necessary. The text will flow automatically from this text box to the ones on the 2nd and 3rd pages.

Sources of information could include data from PHCperformanceinitiative.org, media reports, national survey data, and NGO reports; all sources should be cited as endnotes.]

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[Month Year]

**Primary Health Care:**

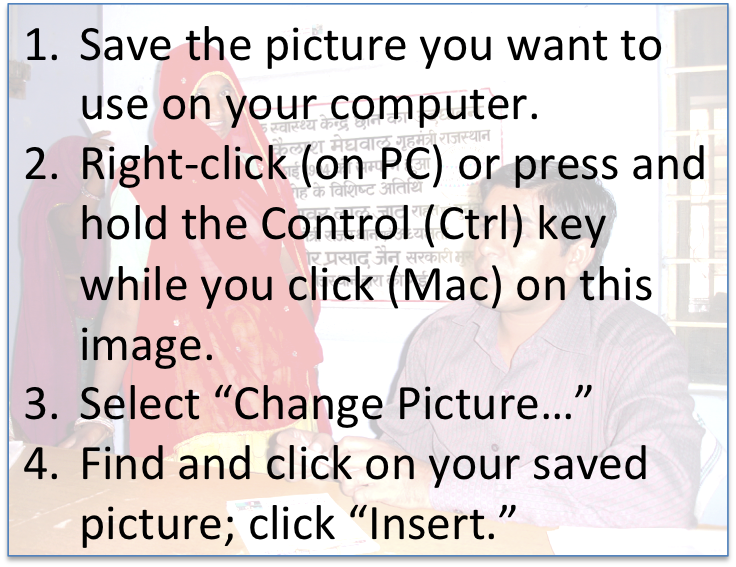
**The Opportunity in [Country]**

Learn more about [country’s] primary health care system performance

For more info:

[Photo credit]

*(continued on next page)*



**Page 2**

**Primary Health Care: The Opportunity in [Country]**

**[Sidebar Title]**

Photo credit: [Name or organization]

[Select all the text in this text box (keyboard shortcut: CTRL+A on a PC or ⌘+A on a Mac), and paste or type over the existing text with information about an aspect of primary health care in the country that is particularly interesting.

For example, is the country performing particularly well or poorly on one of the indicators showcased at PHCperformanceinitiative.org? Has the country implemented policies that are significantly affecting primary health are system performance? Are there particular obstacles to primary health care improvement in the country, such as an armed conflict, drought, or challenging physical environment?

This section has two text boxes, and text will flow automatically from the top one into the bottom one.]

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*(continued on next page)*

**Page 3**

**Primary Health Care: The Opportunity in [Country]**

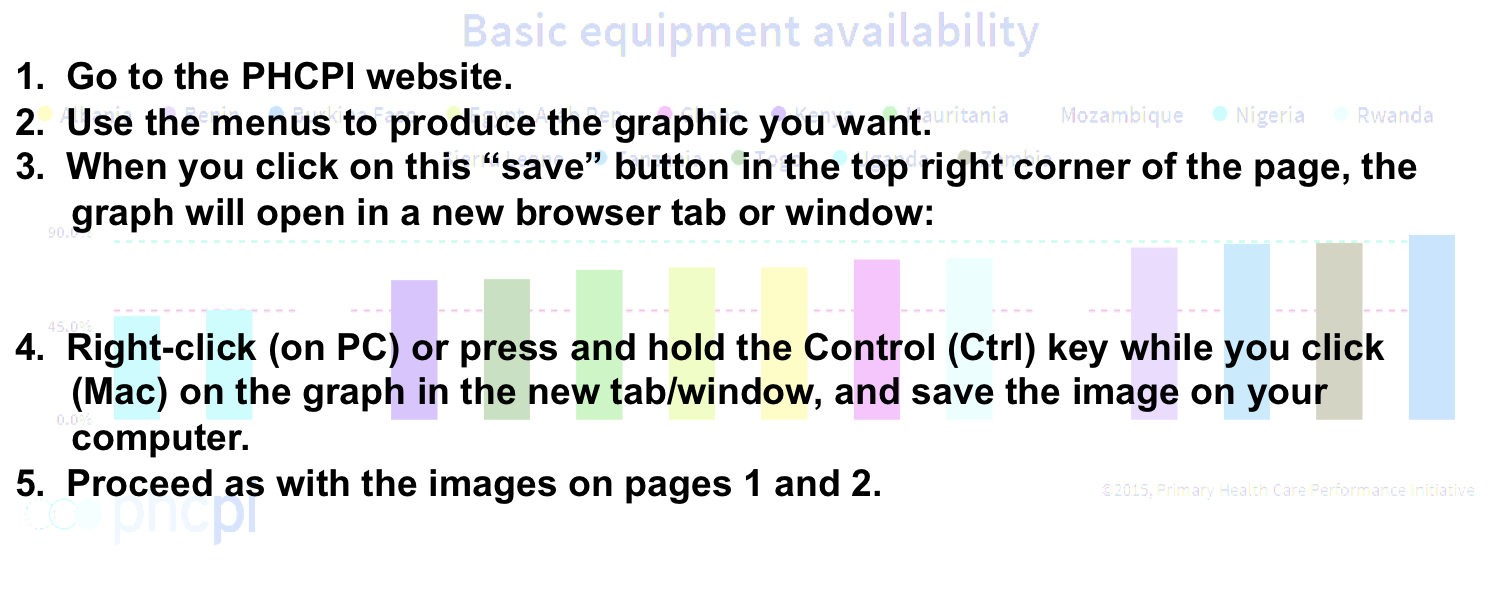
[Select all the text in this text box (keyboard shortcut: CTRL+A on a PC or ⌘+A on a Mac), and paste or type over the existing text with information about global, regional, and national health and development goals that are more likely to be achieved if the country has a high-performing primary health care system.

For example, the third Sustainable Development Goal (see full list at www.un.org/sustainabledevelopment/sustainable-development-goals) of healthy lives and well-being for all at all ages will be difficult to achieve without strong primary health care globally.

Other examples might be objectives from the country’s national strategic plans on HIV, malaria, non-communicable diseases, or other health issues; or commitments the country made to the Family Planning 2020 initiative (see country commitments at www.familyplanning2020.org/commitments?entity\_type[]=Country).

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**[Country’s] Health Goals**



[Use one of the charts available at PHCperformanceinitiative.org to illustrate something about primary health care in the country. For example, you could show performance compared to other countries on a particular indicator. Replace the text here with a description of what is relevant about the chart.]

**Primary Health Care: The Opportunity in [Country]**

**Page 4**

**Recommendations for Decision-Makers in [Country]**

[Select all the text in this text box (keyboard shortcut: CTRL+A on a PC or ⌘+A on a Mac), and paste or type over the existing text with recommendations for the decision-makers you will target with your advocacy. For generic suggested recommendations, see “Primary Health Care Advocacy Guidance” in the PHCPI advocacy toolkit, but this document will be more powerful if you can tailor the recommendations to the particular policy needs in your country.]

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