

Vital Signs Launch Social Media Toolkit

Global Conference on Primary Health Care

Astana, Kazakhstan

Overview

Despite its potential to save and improve lives, primary health care is often the weakest link in a country's approach to improving the health of its people. Half the world's population still doesn't have access to essential health services, the majority of which can be delivered through strong primary care.

Improving primary health care requires better data. Without knowing if facilities are accessible, diagnoses are accurate, and funding is adequate, decision makers looking to strengthen primary health care are faced with an incredibly difficult – if not impossible – task.

The Vital Signs Profiles, developed by the Primary Health Care Performance Initiative, provide a unique snapshot of the strength of primary health care systems in individual countries – giving policymakers, donors, advocates and citizens the information they need to better understand, and ultimately improve, primary health care around the world.



Click images to watch our video

Tweets

(click to tweet)

TWEET

- Achieving #HealthForAll requires measuring what matters, starting with #PrimaryHealthCare. Learn how @ImprovingPHC is turning data into action www.improvingphc.org/engage

TWEET

- Knowing where #PrimaryHealthCare is strong & weak is the  to making improvements with maximum impact. Learn how to use @ImprovingPHC's newest measurement tool to advocate for more & better data: www.improvingphc.org/vital-signs-profiles

TWEET

- What are the Vital Signs of your country's #PrimaryHealthCare system? Learn more about why primary health care measurement matters for improvement and achieving #HealthForAll www.improvingphc.org/vital-signs-profiles

TWEET

- To support strong, resilient, efficient & equitable #PrimaryHealthCare systems we need better & more data. Watch @ImprovingPHC's video explaining why: www.improvingphc.org

TWEET

- @ImprovingPHC is providing policymakers ✓ donors ✓ practitioners ✓ advocates ✓ and development partners ✓ with the tools they need to improve #PrimaryHealthCare around the . Want to learn more? Watch here: www.improvingphc.org



Facebook Posts

- Every year, 8.6 million people die from conditions that are treatable by primary care and the rest of the health system. Without information about where systems are strong & weak, policymakers and donors will continue to operate in the dark – unable to make smart investments, and ultimately unable to reach those most in need.

Countries with quality data on their primary health care system can pinpoint areas for improvement and drive targeted reforms. @ImprovingPHC's newest measurement tool – the Vital Signs Profile – provides a unique snapshot of primary health care in countries around the world, providing leaders with the information they need to achieve #HealthForAll. Learn more about the Vital Signs Profiles and how they can be used to improve Primary Health Care: www.improvingphc.org/engage

- There is growing recognition that achieving global health goals including #HealthforAll requires more & better data than what is available today. But overall, data on health systems – especially #PrimaryHealthCare – is lagging far behind. Want to learn about how @ImprovingPHC's latest measurement tool, the Vital Signs Profile, is shining a light on primary health care? Read more here: www.improvingphc.org/engage

Graphics

(click to download)

We urgently need better data on primary health care to:



- Drive improvements**
- Make the case for greater investment**
- Hold leaders accountable**

Learn more at improvingphc.org

PHCPI's Vital Signs Profile provides a unique snapshot of primary health care, answering critical questions about:



FINANCING

How much does my country spend on primary health care?

Learn more at improvingphc.org