



**USAID**  
FROM THE AMERICAN PEOPLE

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# USAID Playbook for Advancing Primary Health Care: Building Momentum for the Global Declaration and Achievements Beyond







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# I. BUILDING MOMENTUM FOR PRIMARY HEALTH CARE: USAID'S PLAYBOOK

## **Ensuring access to primary health care is the first step to building strong families, stable communities, and productive nations**

USAID is proud to work with you, our partners, to dramatically increase access to primary health care worldwide. Together, we are creating and strengthening health systems to be sustainable and effective.

These health systems are laying the foundation for our aspirations to achieve universal health care:

Societies and governments that prioritize, promote, and protect people's health

People and communities empowered and engaged in determining their own health

Sustainable health care that is available, accessible and affordable for everyone, everywhere

Quality health care that serves people with compassion, respect, and dignity

As the global health community prepares for the *Alma-Ata Global Conference on Primary Health Care* (October 25–26 in Astana, Kazakhstan), it's time to accelerate our progress.

Awareness of our mutual successes can nurture public support, as well as our own motivation and commitment to achieve even more.

This Playbook is offered to communicate how our strategies are producing measurable results. It provides key facts and updates to promote awareness of our progress, deepen conversations, and build our momentum to achieve even more. Please feel free to share the information in this Playbook both in person and online.

We're excited to highlight some of the tremendous progress we've made toward making primary health care more universally accessible



**7.9M**

newborns reached with after-delivery care since 2012.



**13.2M**

health workers trained in maternal and child health and nutrition since 2012.



**34.7M**

children vaccinated against deadly preventable diseases since 2012.



**54M**

lives saved through diagnosis and successful treatment of people with TB since 2000.



**85.5M**

people, including 112 million pregnant women, tested and given HIV counseling through PEPFAR in 2017.



**2.3B**

neglected tropical disease treatments delivered through school and community-based platforms by 2018.

*As you can see, we are making progress. We could not accomplish any of this without your support, commitment, and active participation. Thank you.*

**Now is the time to build on this momentum.**



## 2. TOWARD HEALTH FOR ALL

### **Ensuring access to primary health care is the first step to building strong families, stable communities, and productive nations**

We see clear paths toward achieving this goal. We invite you to explore them as proven ways to build strong primary health care systems. You can use this Playbook and its Social Media Toolkit to help a wide community, from decision-makers to the public, recognize the effectiveness of these approaches by sharing examples of success. We also encourage you to add examples of your own.

#### **Increasing local participation.**

Communities serve a critical role in providing oversight of service delivery, promoting healthy behaviors, and holding the health system accountable.

#### **A wider community of players.**

Efforts to encourage universal access to health care should begin with primary health care and health care delivery in most countries relies on a mix of public, private, and/or community-based systems.

#### **Investments in primary health care have big returns.**

Investments in primary health care increase the availability, quality, sustainability, and affordability of health care.

#### **Health care systems increasingly equated with national security.**

Strong and sustainable primary health care systems safeguard health and national security and build resilience against public health threats, infectious disease outbreaks, and other events.

## 3. USAID LEGACY REPORT OVERVIEW

### **Thirty Years of the Child Survival and Health Grants Program: Building Systems with Communities and Countries to Save Lives and Improve Equity**

#### *About the Report*

In October 2018, USAID will publish the “Thirty Years of the Child Survival and Health Grants Program: Building Systems with Communities and Countries to Save Lives and Improve Equity” legacy report. The report provides evidence for how investments in primary health care—with empowered communities as a strong foundation of the system—improve health outcomes and equity and accelerate national progress toward universal health coverage and sustainable development goals.

Partnerships to strengthen primary health care pave the way for countries to build healthy families, stable communities, and productive economies and promote self-reliance. Primary health care systems strengthen communities and help safeguard national security as the first line of defense against public health threats, infectious disease outbreaks, and other events affecting health systems.

The Child Survival and Health Grants Program (CSHGP) (1985 to 2017) mobilized U.S. citizens, national and local governments, civil society organizations, and communities in 65 countries and resource-constrained settings to reduce mortality and morbidity through improved health and nutrition status and equity. The report uses robust data and case studies to demonstrate how partnership across sectors, particularly with civil society organizations, helps empower families and communities to make informed decisions about their health.

High-impact partnerships—between USAID, international non-governmental organizations, governments, local civil society, and vulnerable communities—demonstrate that a robust primary health care system can:

- Save lives through increased coverage of essential health services and household practices
- Improve equity and accountability
- Lead to innovations that advance global community health
- Influence practice and policy on local, national, and global levels



USAID's partners pioneered the field of community health by developing data, evidence, and state-of-the-art technical resources, supporting governments to shape country plans and priorities on their path toward self-reliance. The sustained efforts of USAID's partners over the past three decades have elevated the focus on individuals and communities in the renewed vision for Primary Health Care articulated in the 2018 Declaration for the Global Conference on Primary Health Care. This report shares successes shaped over three decades and helps to define the path forward in revitalizing primary health care with relevant evidence and lessons.

### **Highlights of CSHGP Contributions to Global Health**

- CSHGP supported 465 grants to 58 international non-governmental organizations (INGOs), 30 percent of which are faith-based organizations, in 65 countries.
- Between 1985 and 2017, INGOs made a contribution of US\$45 for every US\$100 invested in the program, with INGO resources leveraged from private sources, such as citizen support or for-profit entities and other non-U.S. government resources.
- CSHGP supported INGOs and their local partners to train over 2 million individuals in the health system, including 540,000 community health workers and over 1,300,000 community members. Approximately 75 percent of these 2 million individuals were women.
- The program reached 221 million direct beneficiaries (73+ million women aged 15–49 years and 147+ million children under five years), serving a total population estimated at 1 billion individuals over its history.
- The collaboration and learning network of more than 80 INGOs, universities, and private sector organizations, and 1,800 community health practitioners that make up the CORE Group also served as a partnership platform for capacity building and diffusion of evidence-based community health strategies and approaches.

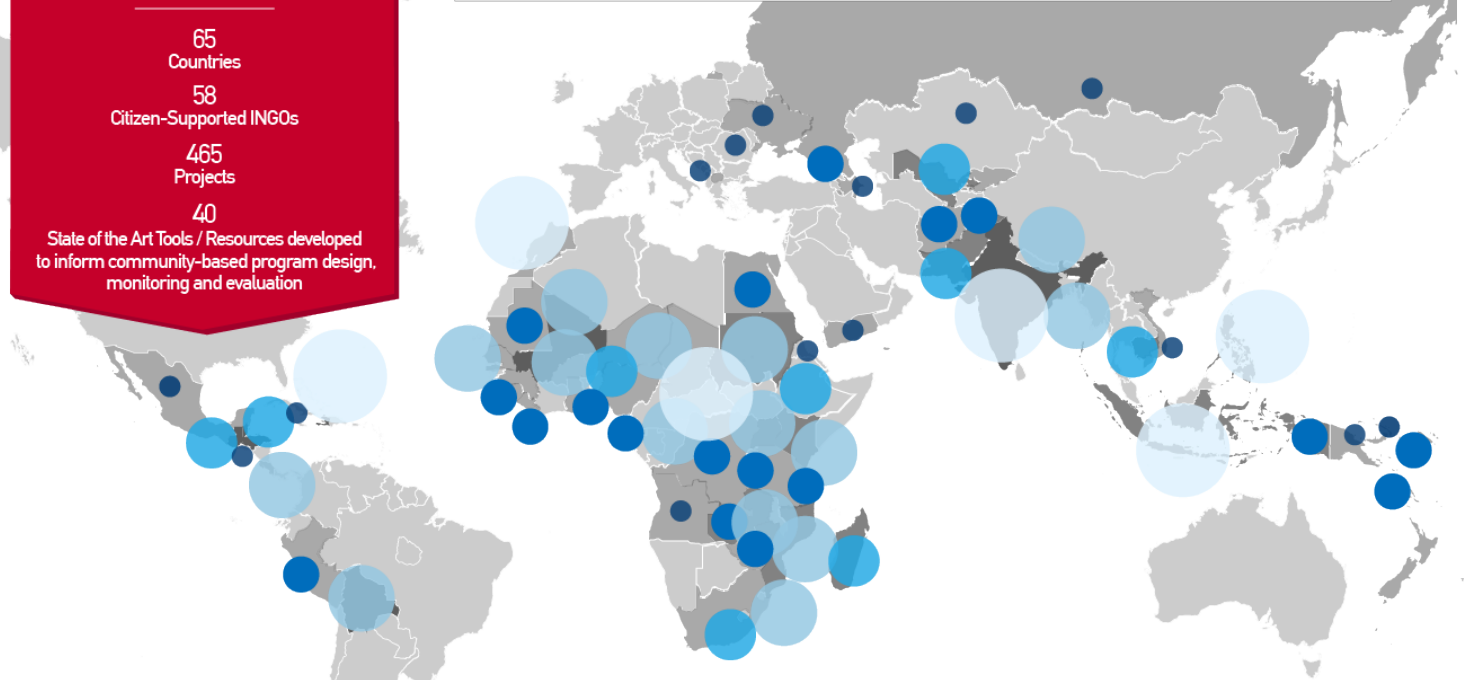
### **How to Download the Report**

The “Thirty Years of the Child Survival and Health Grants Program: Building Systems with Communities and Countries to Save Lives and Improve Equity” report will be available for download in Adobe format during the October 25–26 Global Conference on Primary Health Care on our upcoming Primary Health Care webpage.

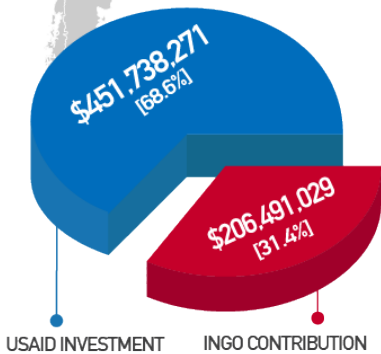
# INFOGRAPHIC ON CSHGP

**CHILD SURVIVAL AND HEALTH GRANTS PROGRAM**  
 1985 - 2017

- 65 Countries
- 58 Citizen-Supported INGOs
- 465 Projects
- 40 State of the Art Tools / Resources developed to inform community-based program design, monitoring and evaluation



**46% INGO MATCHING OF USAID INVESTMENT**



**TOTAL POPULATION COVERED: 1 BILLION +**  
**DIRECT BENEFICIARIES IMPACTED: 221 MILLION**

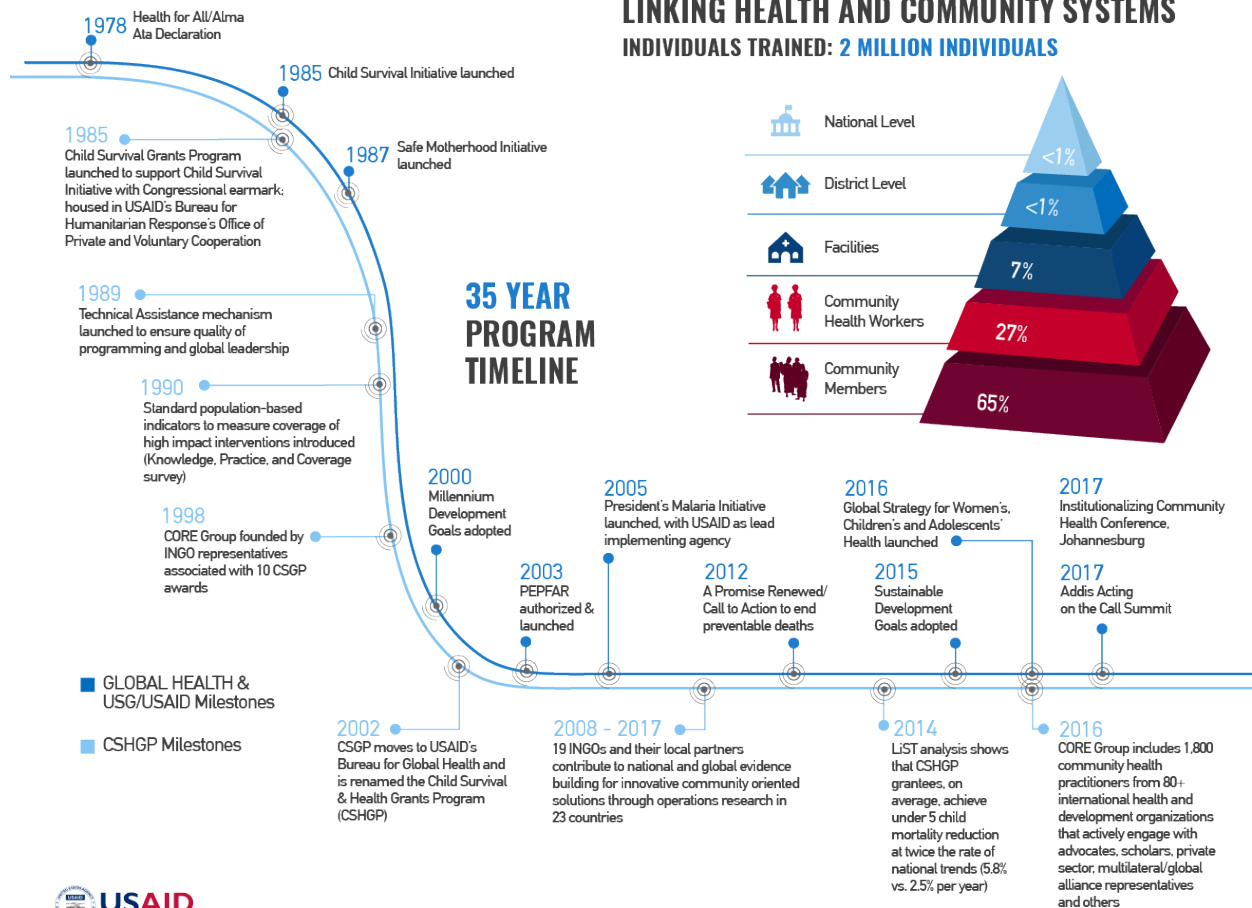
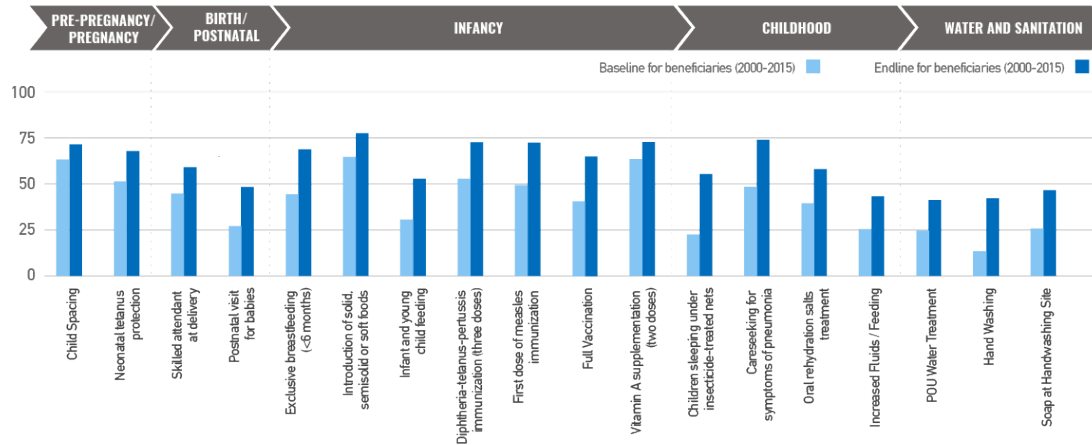
Focused on reaching poor and marginalized populations with low cost, high impact, life-saving interventions

**147+ million children**  
 (age 0 - 59 months)

**73+ million women**  
 (age 15 - 49)



# A TRACK RECORD FOR CONSISTENTLY IMPROVED COVERAGE FOR LIFE-SAVING INTERVENTIONS



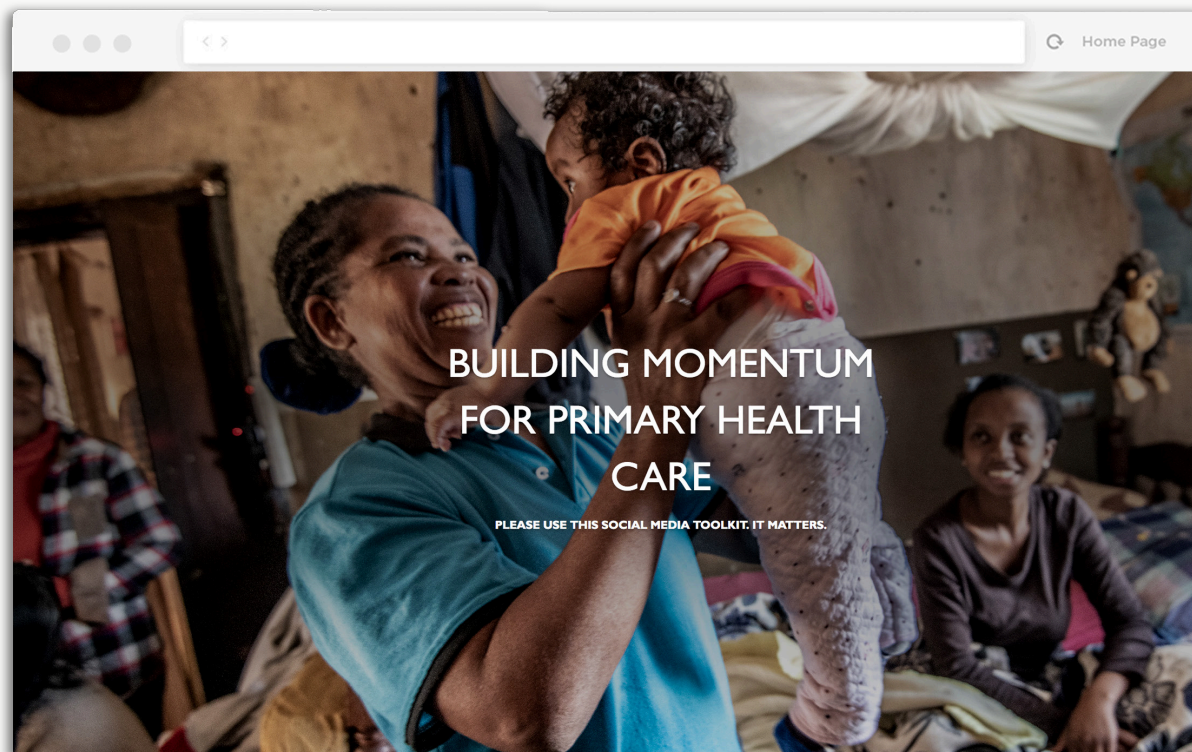
## 4. SOCIAL MEDIA TOOLKIT

Our Social Media Toolkit is designed to help you amplify crucial information and understanding about access to health care—please make use of it!

It's easy to click and share exciting examples—that help focus attention and even prove a point—through your Facebook, Twitter, and any other social media outlet you choose.

In the Toolkit, you'll find accurate content: informative infographics, compelling statistics, eye-catching photographs, and inspiring success stories. You can also adapt these posts in your own words or use them as ideas for your own content to educate and motivate your community.

Please help advocate for these successful approaches by using this content to raise public awareness online. Help build our collective momentum toward our mutual goal: access to sustainable primary health care for all.





#### 4. Health care systems increasingly equated with national security.

Strong and sustainable primary health care systems support health and national security and help reduce epidemic risks, health threats, infectious disease outbreaks and other events.

Photo: Thomas Craddock/Kurhan for USAID

#### IMAGES

Below are images used in the posts we provided. You can use them in your own posts.



#### POSTS FOR YOU TO USE

On Facebook, Twitter and Other Social Media Platforms

#### 10 TEXT AND PHOTO POSTS

1. Ensuring access to primary health care is the first step to building strong families, stable communities and productive nations. [@USAID](#) [LINK TO NEW LEAD PAGE LANDING PAGE](#)



Tweet

2. @USAID is grateful to improve primary health care access & strengthen countries by working with communities, private organizations & local governments. [@HealthPartners](#) Learn more at [LINK TO NEW LEAD PAGE LANDING PAGE](#)



Tweet

Tweet

Facebook

#### PICTOGRAM POSTS

We invite you to use these pictograms in two possible ways:

- Add your organization's name or logo to pictograms by using a graphics program.
- Use the pictograms with USAID's logo.
- Please right click to download.



WITH USAID LOGO | WITHOUT LOGO

Explore all we have to share here: [Adobe Spark Kit](#)

## 5. 2018 UPCOMING EVENTS

Oct 8–12 [Global Symposium on Health Systems Research, Liverpool, UK](#)

Oct 22 [USAID Global Health Mini-University with The George Washington University, Washington, D.C.](#)

Oct 25–26 [Global Conference on Primary Health Care, Astana, Kazakhstan](#)

Nov 6–8 [The 5th Global Health Security Agenda Ministerial Meeting: Advancing Global Partnerships, Bali, Indonesia](#)

Dec 12–13 [PMNCH Partners' Forum 2018, New Delhi, India](#)





## 6. USEFUL LINKS

- [USAID Health Systems Strengthening webpage](#)
- [USAID Social Media Toolkit for Partners](#)
- WHO - [Global Conference on Primary Health Care - conference website](#)
- UNICEF - [Primary Health Care, UHC, and the Astana Global Conference](#)





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