

# World Health Day

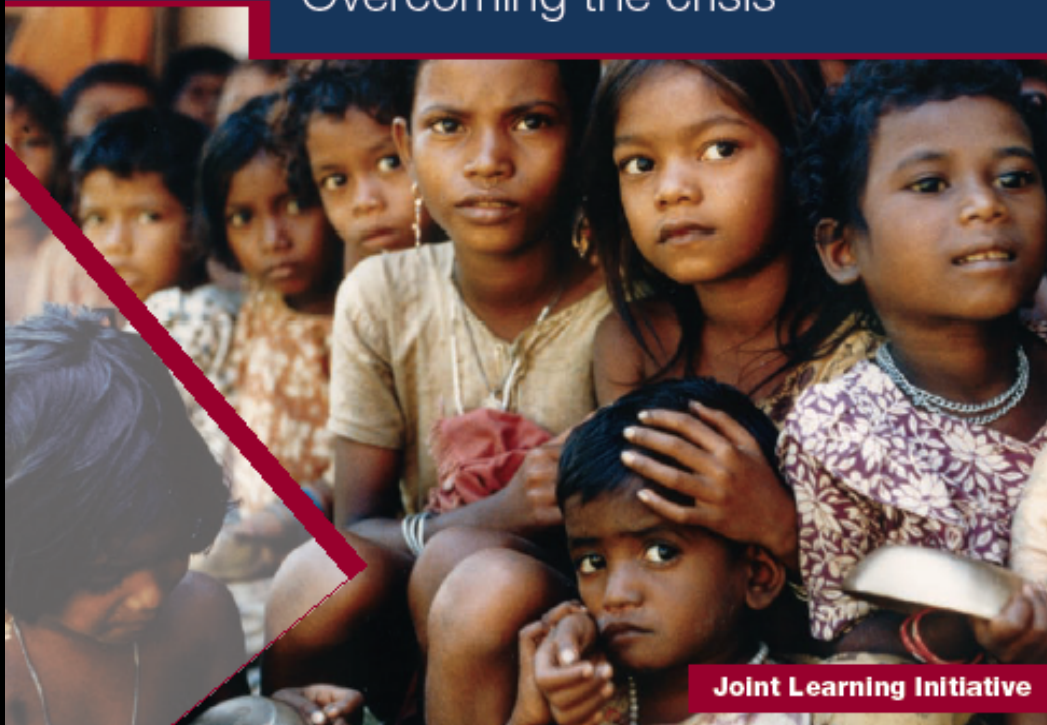
and

# The World Health Report 2006



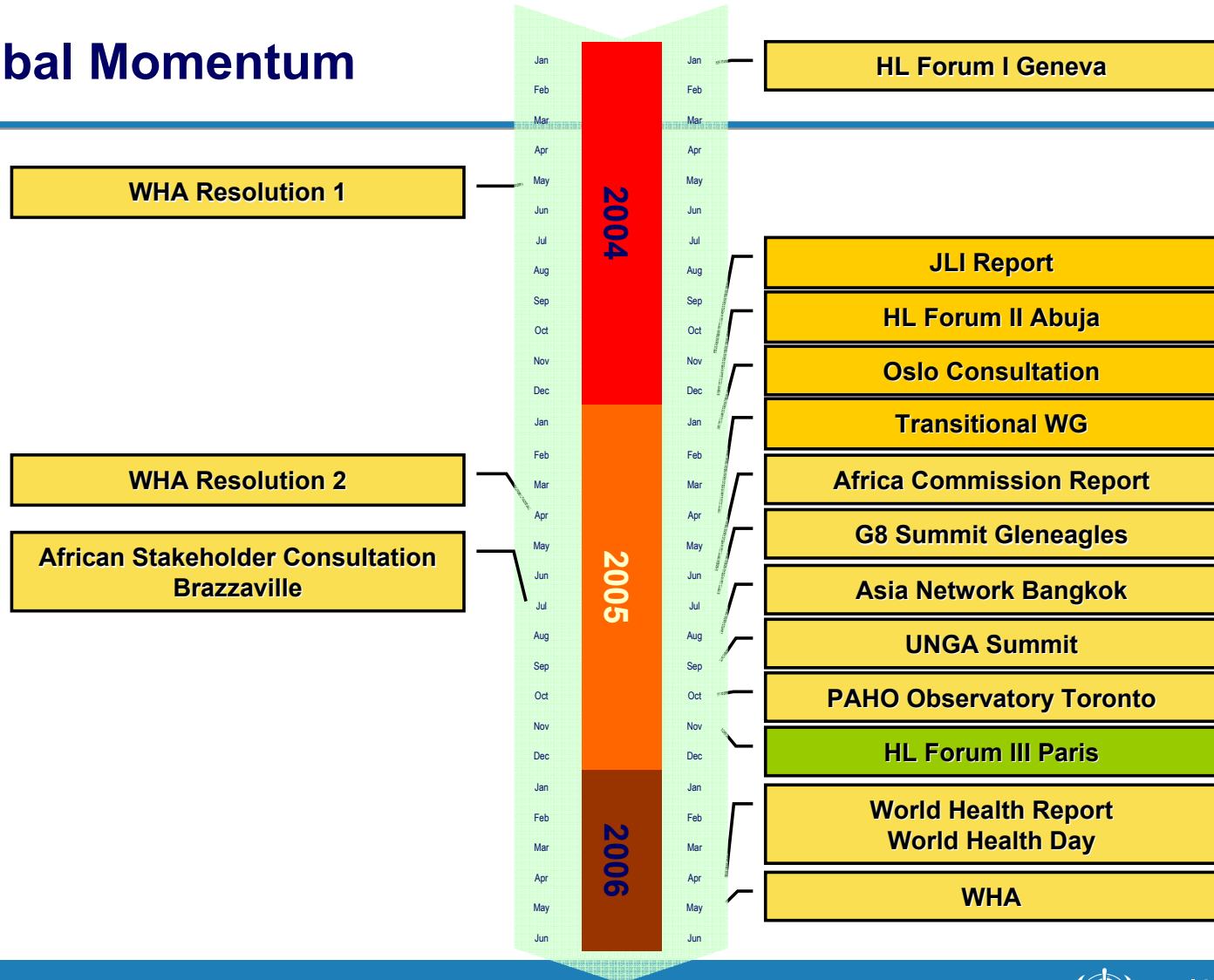
# Human Resources for Health

Overcoming the crisis



Joint Learning Initiative

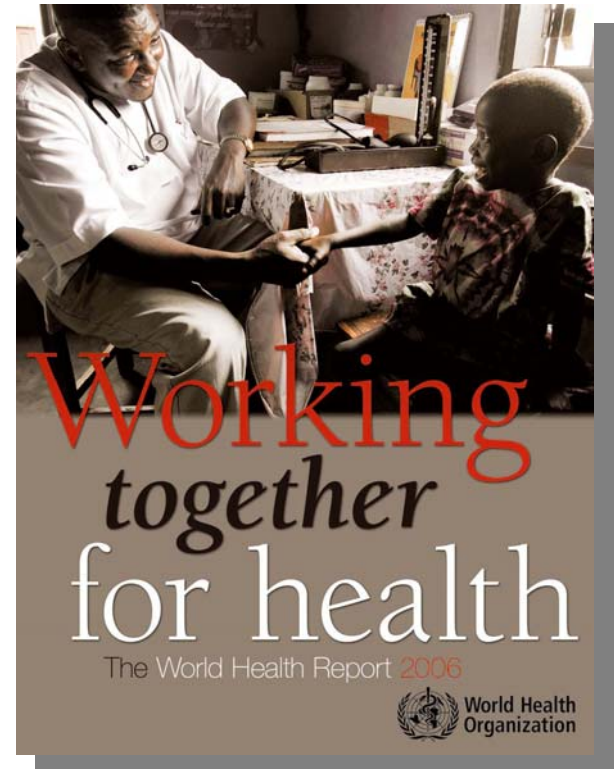
# Global Momentum



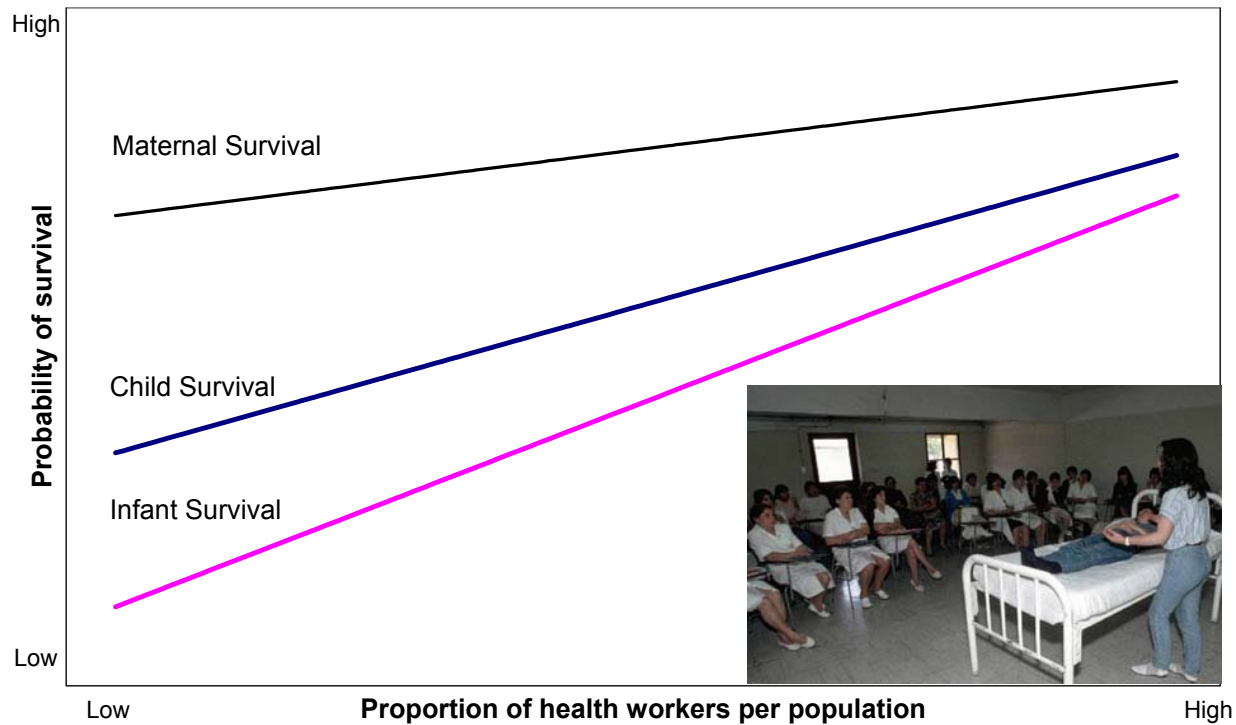
# Working together for health

## *The World Health Report 2006*

- Chapter 1: Health workers: a global profile
- Chapter 2: Responding to urgent health needs
- Chapter 3: Preparing the health workforce
- Chapter 4: Making the most of existing health workers
- Chapter 5: Managing exits from the workforce
- Chapter 6: Formulating national workforce strategies
- Chapter 7: Working together within and across countries

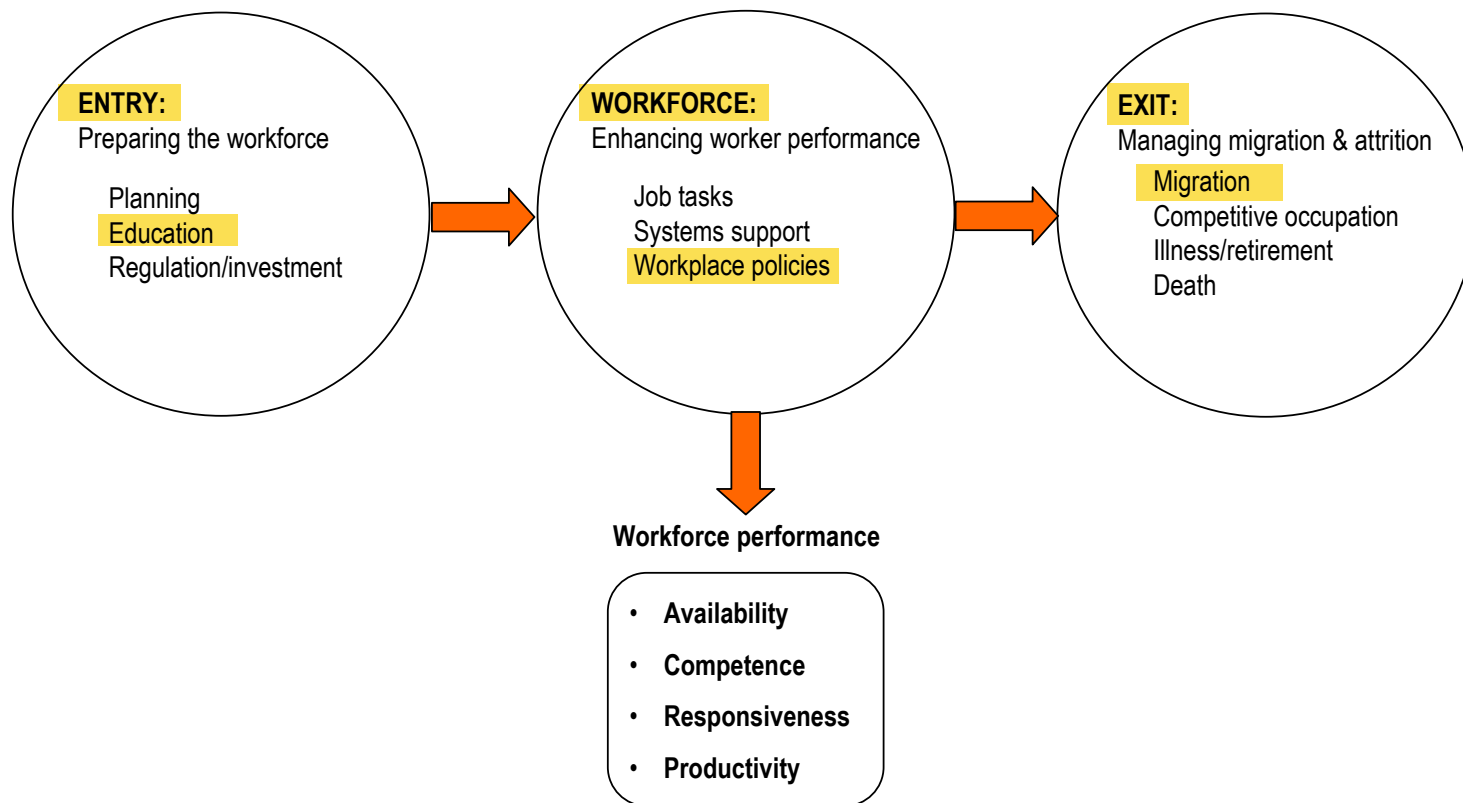


# Educated and well-trained health workers save lives!



Source: WHO (2006). *The World Health Report 2006 – Working Together for Health*. Geneva, World Health Organization (in press)

# Road map



# Ten-year action plan

	2006	2010	2015
	Immediate	Mid-point	Decade
<b>Country leadership</b>	Strategies and plans for countries available	Implementation and evaluation of plans on-stream	New cycle of planning and implementation started
	Investment in education increased	Workforce capacity improved in numbers and types	Improved health outcomes
	Best-practices in management shared	Country knowledge base expanded	National capacity strengthened
<b>Global solidarity</b>	High political priority among global stakeholders stimulated	High political priority enhanced	High political priority sustained
	Harmonized donor practices	Increased/sustained resource flows/managed migration	Country support sustained
	Shared best practices	Global knowledge base expanded	Powerful knowledge base in use

# Tackle imbalances and inequities

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*"The **migration** of health workers needs to be addressed as a matter of urgency because it has reached critical levels. There has to be a **political will** to address the grievances of health workers without confrontation."*

Abel Chikanda, Zimbabwe

# Five messages of the WHR



**1** **Educated and well-trained health workers save lives** – They are vital for providing access to disease prevention, treatment and care for all, including those living in extreme poverty.

**2** **Support and protect health workers** – Safe and supportive working conditions must be ensured, and salaries, resources and management structures improved.



**3** **Enhance the effectiveness of the health workforce through new strategies** – Enormous opportunities to achieve efficiency gains exist in many settings, and strategies must focus on the existing workforce because of the time lag in recruiting or training new health workers.

**4** **Tackle imbalances and inequities** – There are now widening imbalances and inequities in the availability and migration of health workers that seriously undermine the provision of fair and universal health care.

# Five messages of the WHR

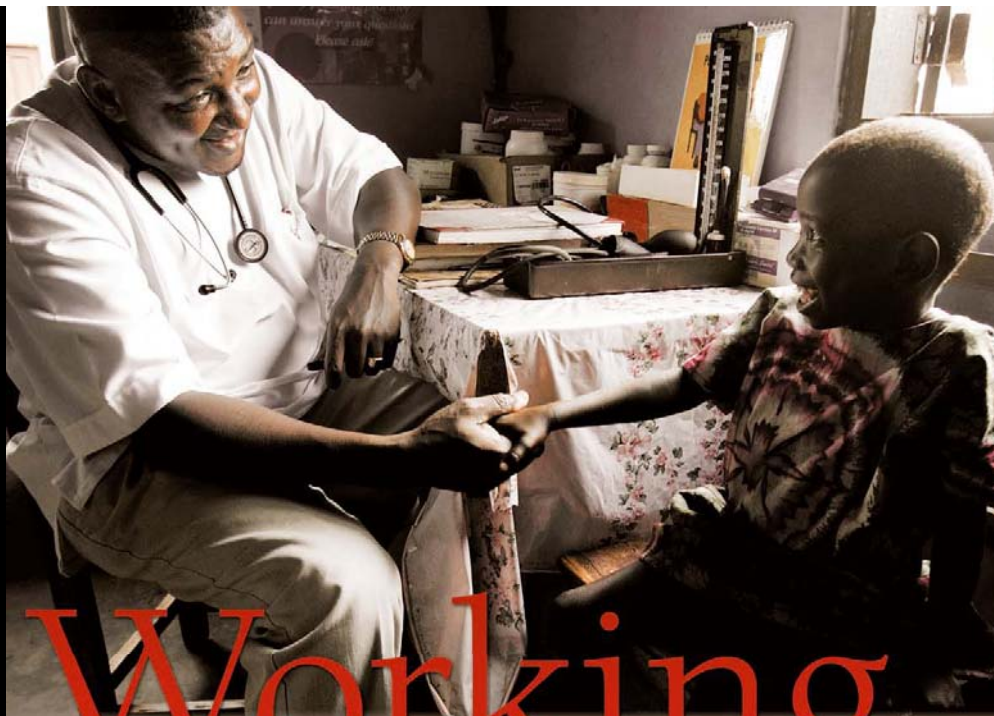
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**Governments must take the lead** – To make progress in all the above areas, governments must provide leadership in planning, formulating and implementing the required policies.

**Promote partnership and cooperation** – Alliances of stakeholders within countries backed by global and regional reinforcement are needed to properly address the technical and political challenges of health workforce development.

**Build trust among all stakeholders** – Trust between governments, employers, health professionals and the communities they serve must be nurtured and maintained.



Working  
*together*  
for health

The World Health Report 2006





# Organization I: Steering Committee

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ADG, EIP: Tim Evans

ADG, FCH: Joy Phumaphi

ADG/Adviser to D-G: LIU, Peilong

Director, HRH: Manuel M. Dayrit

Director, CCO: Marie-Andree Romisch-Diouf

Deputy Director, CCO: Shambhu Acharya

SCO, DGO/MAC: Iain Simpson

Special Adviser, HRH: Francis Omaswa

Special Envoy, HRH: Lincoln Chen

Strategy Adviser (PRP): Robert Fryatt

Editor-in-Chief, WHR: Thomson Prentice

# Organization II: Executive Team

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Coordinator: Xu Baert, from mid-August 05.

Communications Officer: Ben Fouquet, from Oct. 05.

Communications Officer: Darlene Taylor, seconded from PFIZER, from end Jan. 06.

Secretary: Melissa Anthony, from March 06.

# Strategy 1: Building Partnerships

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- Political support from governments, NGOs, Professional Organizations & Private Sector.
- Solidarity from HQ, regional offices & country offices.
  - Web feature: Heroes for Health
  - Localized materials & activities

# Strategy 2: Resource Mobilization

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- NGOs
- Professional Organizations
- The Private Sector

# Strategy 3: Media

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- Major international media targeted by HQ.
- Local/national media targeted at RO/country level.
- Public Service Announcements produced and distributed to media
- Op-ed placements
- Special features in weeklies and health care publications
- Celebrity endorsement being sought

# 1st Ever Dual Launch with Satellite Link

The main launch will take place in Lusaka, Zambia, with satellite link to a secondary event in London, UK.



All countries are invited to celebrate the day according to a template based on the Lusaka and London events.

# Satellite link: Lusaka and London

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The highlight of the Day will be the satellite link between London and Lusaka. (Duration: 30 min.)

## Speakers in Lusaka:

Levy Mwanawasa SC, President of Zambia

Dr Lee Jong-wook, Director-General of WHO

## Speakers in London:

Rosie Winterton MP, Minister of State for Health Services

Mary Robinson, President of *Realizing Rights*



His Excellency H.E. Levy Patrick Mwanawasa  
President  
The Republic of Zambia

*"I will personally see to it that my government significantly increases funding for this critical but chronically under budgeted area and that it puts human resources right in the center of any health investment."*

# Template for WHD celebrations

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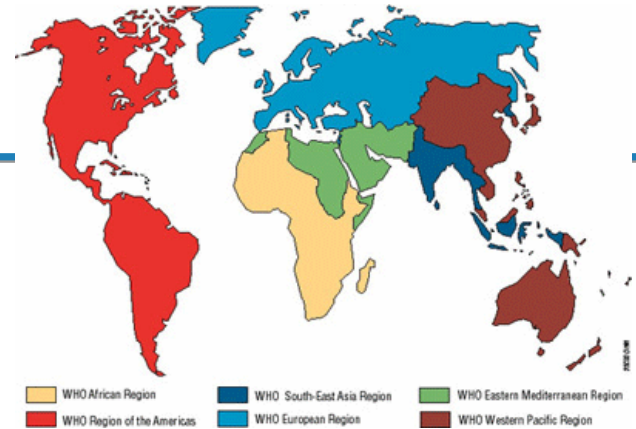
1. **Comprehensive media pitching** - in the months preceding the Day
2. **Internal media training** - one month before the Day
3. **Media conference** - on the morning of 6/04/2006
4. **Celebration ceremony**
  - **Presentation of the World Health Report** by WR – short sound bite for attending media.
  - **Statement of political commitment** to tackle HRH crisis
  - **Honouring of health workers** by WR and ministers: award prize (any culturally acceptable token of gratitude) to health workers. WHO can assist government to select workers receiving the prize.
  - **Song/short film** for health workers.

# Template for WHD celebrations

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5. **Lunch reception** - Buffet, with possibilities of one-on-one interviews
6. **Seminar (*To be held on 6,7 or 8 April, depending on customs & availabilities*)**  
Seminar/workshop on the key messages from the *World Health Report 2006* and *Policy briefs*, with sessions on sharing best practices and action plans
7. **Host agencies**  
WHO, government, professional associations, private sector, NGOs
8. **Participants**  
UN agencies, NGOs, professional associations, patient associations, private sector

# Celebrations around the world



AFRO: Nairobi, Jo'burg, Brazzaville\*

EMRO: Cairo\*

EURO: Geneva, Paris, Lyon\*, Rome, Berlin, the Hague, Lisbon, Madrid, Eastern European countries

PAHO: Washington DC\*, UN secretariat (NYC)\*, Costa Rica, El Salvador, Guatemala, Panama, Paraguay, Dominican Republic

SEARO: New Delhi\*, Bangkok

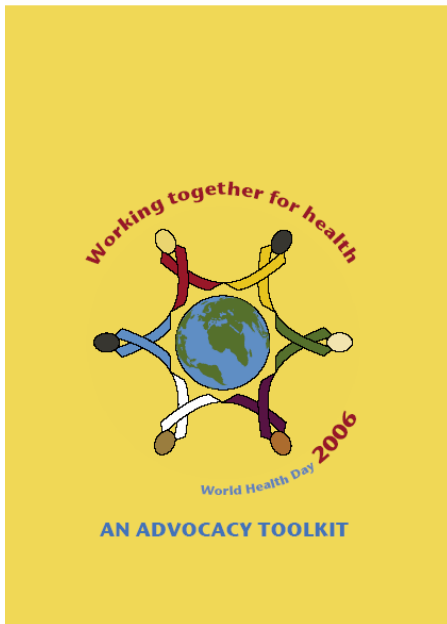
WPRO: Beijing, Hong Kong

\* WHO sponsored.

Other sites sponsored by professional associations, governments and/or NGOs. Most events will include a media component. HQ is planning to send over representatives to Paris and Berlin.

# Products

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## The Advocacy toolkit

- multi-format, user-friendly background info for widest audience possible
- comprehensive coverage of HRH issues

# Other product designs

- CD-ROMs
- Stickers
- Pens
- Pins
- Posters
- Wristbands
- Textiles (ties, scarves, caps)



# Web feature: Heroes for Health



*Community health centre in rural Bangladesh*

# Heroes for Health

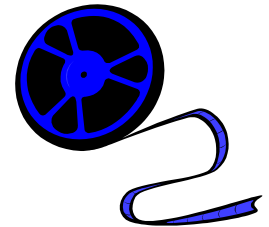


*Sterilizing instruments with coal-fired boiler, DR Congo*

# Multi-media products

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- **A series of six documentaries** (c. 23 minutes each) on HRH issues being prepared; covering all regions and most aspects of HRH crisis;
- Two **video News Releases** will be provided, with B-roll, to networks;
- Three **Public service Announcements** have been made



# Thank you

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