

5th Annual



World

Health

2017

Worker

April 2-8

Week

An engagement toolkit

They are caretakers.
They are educators.
They are your neighbors,
friends, and family.
They are on the frontlines
every day.



From April 2-8, on World
Health Worker Week, show
the world just how much
[#HealthWorkersCount](#).



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World Health Worker Week

Persistent inequalities in the world highlight that, despite advances in medicine, millions of people continue to suffer needlessly from preventable and easily treatable diseases. This is where health workers on the front lines make a difference. These health workers – midwives, community health workers, physicians’ assistants, peer counselors, clinical officers, nurses, doctors, pharmacists, and others – provide essential health services in many of the hardest to reach areas, often travelling on foot with just a backpack of supplies, providing needed prevention, treatment and health education to communities.

As we tragically learned from the Ebola epidemic in West Africa, lack of access to these trained and supported health workers on the front lines of care can have devastating consequences for communities. That is why, during the week of April 2-8, we’re asking you to join the worldwide effort to support, appreciate

and raise awareness of the important role of health workers everywhere.

World Health Worker Week is an opportunity to mobilize communities, partners, and policy-makers in support of your community’s health workers. It is a time to celebrate the amazing work that they do and it is a time to celebrate the challenges they face every day. Perhaps most importantly, it is an opportunity to fill in the gaps in the health workforce by calling those in power to ensure that health workers have the training, supplies and support they need to do their jobs effectively.

This toolkit will provide some ideas that can help your organization and your partners encourage greater appreciation and support of health workers and show your community that health workers count.

#HealthWorkersCount.





Get the conversation started

Frontline health workers are midwives, community health workers, pharmacists, peer counselors, nurses, doctors, phrmacists, and other health workers working at community level as the first point of care for communities. They often come from the very communities they serve.

With the proper training and supervision **they make a difference** by learning skills that save hundreds of lives. Millions of people in impoverished countries are alive today because a midwife was by their side at birth; because a nurse vaccinated them as infants; because a community health worker taught their families to adapt healthy behaviors like breastfeeding, hand-washing, birth spacing, and sleeping under a mosquito net.

World Health Worker Week is **an opportunity to highlight the challenges health workers face and call for them to be addressed**. First, there are not enough health workers to get the job done. In addition to this global shortage, existing health workers often lack support and supervision, or may even lack the right training and equipment to provide simple and appropriate lifesaving care.

Some of the challenges they face include lack of suitable transportation to travel to reach the communities they serve; some work in dangerous areas and wages can be low. These also often lead health workers to migrate to urban areas or other countries where work conditions and wages are higher, and make it difficult to attract and attain skilled health workers in low-income and rural communities.

“ Every day people can come to my house for care or I will go to their homes if they prefer. My door is open 24 hours a day for the people in this village.

- Desita, Midwife in Aceh Province, Indonesia

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Getting social

7 days of social media messaging for #WHWWeek

Sunday, April 2: Remind your community that #WHWWeek is starting.

Have #HealthWorkers saved lives in your community? On World Health Worker Week Apr 2-8, use #WHWWeek to share how <http://www.frontline-healthworkers.org/worldhealthworkerweek/>

World Health Worker Week is here! What will you do to ensure #HealthWorkersCount? Visit <http://bit.ly/2ob32SK> for ideas #WHWWeek

Monday, April 3: Share the inspiring stories of frontline health workers.

Skilled birth attendants like Sharmin are #HWHeroes who fight for women's health AND for gender equality #WHWWeek <http://bit.ly/2neo2qW>

Tuesday, April 4: Share evidence of the great impact frontline health workers have on global health progress.

#InvestInHealthWorkers for 9-1 return of investments in #publichealth @UN SG's #ComHEEG report: bit.ly/1VR9QQ4 #WHWWeek @WHO

Wednesday, April 5: Share statistics and consequences of the health workforce crisis.

#HealthWorkers shortage increases inequities in access to health services & threaten #Ghsecurity, economic growth & development #WHWWeek

Thursday, April 6: It's a day to take action! Tell your community what they can do to make an impact.

How will you continue to support #healthworkers beyond #WHWWeek? @FHWCoalition has a few suggestions: <http://bit.ly/2ob32SK>

Friday, April 7: Provide a vision for the future, saying what a community wants for frontline health workers and what that would mean.

Invest in #HealthWorkers to end poverty; improve health outcomes; empower women; achieve quality education; create decent jobs #WHWWeek

Saturday, April 8: A day to close the week and thank everyone for participating.

TY for sharing stories this #WHWWeek! The week is ending but you can still celebrate and ensure #HealthWorkersCount <http://bit.ly/2ob32SK>



5 ways you can honor a health worker

1 Share inspiring stories: Let people know just how valuable they are. Sharing a specific story of how a health worker helped a local family can be quite moving and powerful. Pitch a story or write a letter to the editor of local media outlets. The media reaches a wide audience, including decision-makers. You can also contact the Ministry of Health, Finance, Education, Labor or other appropriate government agency to let them know how important health workers are.

2 Get the community involved: Everyone depends on the help of health workers. Whether you engage local musicians, carry out a community walk or race to honor the paths health workers travel on, create an art exhibit or make T-shirts, hats and banners to commemorate, make a day of it and celebrate health by establishing a special day to honor local health workers. You can also show your support by using the hashtag #HealthWorkersCount on Twitter and Facebook.

3 Educate your Community: Remember that health is a two-way street. Encourage people to follow medical advice and

treatments provided by health workers. Advocate for health workers to receive the respect, pay and support they need to successfully carry out their responsibilities. Let government officials know that community health workers are valued. You too can contribute to a healthier community.

4 A day of gift-giving: Pick a day to thank health workers with a flower, a car a home-made meal or a cup of coffee. They would truly feel the impact of the whole community showing appreciation for all of their hard work. Partner organizations could help choose an appropriate gesture and local business can be contacted to support this one-day effort by offering prizes or even discounts to local health workers.

5 Present an award: Work with a partner organization, supporters, friends and family to honor a few inspiring health workers in your area with a certificate or even a trophy. Invite a government official or someone from the Ministry of Health to help with presenting the award. Invite local journalists, health workers' family and friends to join in the celebration.



Contacting the media

- 1. Reaching the right person** is key to getting your story published. The editor or producer of the health section of your newspaper or health segment of the local radio program are most likely to be interested in a story about health workers. If the newspaper or radio station has no health section, try pitching your story to any features editor or producer who focuses on local stories.
- 2. Email** is often the easiest way to contact a media organization. If you don't get a response, follow up with a phone call to make sure your inquiry was received.
- 3. Highlight a unique aspect of your story.** Be informative and concise. What makes the health worker in the story you are pitching extraordinary? It's important to emphasize information that you think others would enjoy reading about, as well as make sure to convey a clear call to action if there is anything that you would like the community to do as a result of hearing this story. They will only participate in an event or visit a website, for examples, if that is clearly stated in the article.
- 4. Provide your contact information** and a time you will be available to talk, whether you are e-mailing someone or leaving a message. It's also important to let the health workers you are talking about know in advance that they might be contacted for an interview. The editor or producer may also need your help setting up any additional interviews that they are interested in.
- 5. Be patient and understanding.** If an editor or producer expressed interest in your story, they will get to it as soon as possible. Often, stories that are not time-sensitive will be delayed until there is enough time or space. When possible, try to make the story more topical and related to a timely event so that it makes it more appealing to the editor. If they are not interested in your story, ask about other ways that you may get your information published.
- 6. Don't be discouraged** if your story is turned down. Others might love it, so reach out to other media outlets. Revise your pitch based on what you learned and try again!

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Stay Engaged beyond April

*In April we hope to highlight the good work our health workers do every day, but let's not stop there. We want our world leaders to remember the difference that health workers make every day, but also to remember that government help and support can greatly strengthen countries health workforces. 2016 witnessed the unanimous adoption of the **Global Strategy on Human Resources for Health**, the launch of the report of the **High Level Commission on Health Employment and Economic Growth**, and a **High Level Ministerial Meeting** on the Commission recommendations, making a **bold economic case for investing in the health workforce and intensified intersectoral collaboration**. Through advocacy work with our members at events, popular mobilization, and media, we want everyone to see and hear about health workers everywhere and recognize their crucial role in achieving the SDGs. In turn we invite you to stay engaged and take action.*

● **Engage in the hubs of the Global Health Workforce Network:** To galvanize accountability, commitment and advocacy for the implementation of the Commission's recommendations and the Global Strategy on Human Resources for Health, the WHO has established the **Global Health Workforce Network**. The Network serves to maintain high-level political commitment; promote inter-sectoral and multilateral policy dialogue with all key stakeholders; facilitate the alignment of global health initiatives to the health workforce investment priorities; and foster global coordination and mutual accountability. We invite all stakeholders to learn about the network and contribute to its work. Follow GHWN on Twitter: @GHWNnetwork.



GHWN
Global Health Workforce Network

● **5-year Action Plan:** The Executive Board of the WHO, in January 2017, requested the Director-General of the WHO to finalize a 5-year action plan to implement the Commission's recommendations and submit this to the **World Health Assembly in May 2017**. An online consultation has just concluded for Member States and all relevant stakeholders to submit comments. The 5-year action plan will lend

momentum to actions at the national level. An accountability and measurement framework is being developed alongside this.

● **Fourth Global Forum on Human Resources for Health, 13-17 November 2017, Dublin, Ireland.** The Forum provides a unique opportunity to engage a multisectoral group of actors across the education, finance, health and labour sectors; multilateral and bilateral agencies; academic institutions; health professional associations and civil society, in a coherent advocacy platform for the health human resources and the SDGs. The Forum's primary objective is to support implementation and monitoring of the Global Strategy as well as recommendations of the Commission. For more information visit www.HRHforum2017.ie

Get Involved:

- Share evidence - submit an abstract/ poster
- Host a side event or a skills building workshop
- Book your exhibition space
- Sponsor a participant/health worker
- Take part in the Investors forum



Fourth Global Forum on
Human Resources for Health
13-17 November 2017
Dublin, Ireland 🍀

#WORKFORCE2030

and the Sustainable Development Goals

HEALTH WORKERS - A PROVEN RETURN ON INVESTMENT



GOAL 17

Multi-stakeholder partnerships—The design and implementation of effective health workforce policies rests on collaboration across different sectors (health, education, finance, labour) and stakeholders (public and private employers, professional associations, trade unions). Strengthening such collaborative platforms can have positive cascade effects on national and global partnerships for sustainable development.

Data, monitoring and accountability: The Global Strategy on Human Resources for Health: Workforce 2030 calls for investments in strengthening country analytical capacities of human resources for health and health system data.



GOAL 11

The majority of the world's population lives in urban areas. Over 3.9 billion in 2014, of which 828 million live in slum conditions. Equitable access to health care will improve basic services for all.



GOAL 10

Migration and mobility of health workers can result in inequitable access to health care, within and among countries. The *WHO Code of Practice on International Recruitment of Health Personnel* is a framework for guiding national dialogue among sectors and stakeholders to inform solutions to the challenges of health system sustainability and workforce mobility.



GOAL 8

The health care sector is one of the largest employment sectors in most countries. It is a source for full and productive employment and decent work for all women & men and can actively counter high rates of youth unemployment in urban, rural and remote areas.



GOAL 5

Women are a large part of the health workforce and obtaining employment conditions need to be gender-sensitive allowing qualified jobs in the formal sector of the economy can be a driver of gender empowerment. However, opportunities for women to engage in high level professions are constrained. Health workers' employment conditions need to be gender-sensitive allowing equal opportunities for career development. Violence, harassment and discrimination during training, recruitment, employment and in the work place must be eliminated.



GOAL 1

Healthy societies are engines for economic growth. Health workers are at the core of health systems ensuring healthy lives and wellbeing.



GOAL 2

Substantive and strategic investments in the global health workforce are essential to provide essential health services including those related to nutrition.



GOAL 3

The health workforce is central in translating the vision of universal health coverage into reality. Goal 3c "to substantially increase health financing and the recruitment, development, training and retention of the health workforce ..." sets the foundation for the vision and objectives of the Global Strategy on Human Resources for Health: #Workforce2030, which provides guidance and policy options for countries looking to improve the health of their populations.



GOAL 4

Girls' education is a strategic development investment. Inclusive and equitable education can lead to greater economic growth, better health outcomes, and improved global security. Equal opportunities to affordable and quality technical, vocational and tertiary education will improve the pool of high-school graduates and qualified health workers.





The **Frontline Health Workers Coalition** is an alliance of United States-based organizations working together to urge greater and more strategic U.S. investment in frontline health workers in developing countries as a cost-effective way to save lives and foster a healthier, safer and more prosperous world.

We are an alliance of United States-based public and private sector organizations.

We advocate for greater and more strategic U.S. investment in frontline health workers in developing countries as a cost-effective way to save lives and foster a healthier, safer and more prosperous world.

It matters because trained and supported frontline health workers are the first and often the only link to health services for millions in developing countries. Yet, there are not nearly enough of them where they're needed most. In addition, frontline health workers often are not authorized to provide a range of lifesaving curative and preventive services essential to primary health care—and not adequately supported by national health systems.

Stay up-to-date with us:

Website frontlinehealthworkers.org
Blog <https://www.frontlinehealthworkers.org/blog/>
Twitter @FHWCcoalition
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Organizations with a US office interested in joining the Coalition contact Director Vince Blaser:
vblaser@intrahealth.org.



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