HIFA Supporting Organisations and the Global stakeholder discussion in official relations with WHO
14 August 2023, Zoom, 60 mins

Present

Balkrishna Kurvey, Indian Institute for Peace, Disarmament & Environmental Protection
Bisi Bright, Livewell Initiative, Nigeria
Clare Watts, HIFA office manager
Domician Francescon, Elsevier
Geoff Royston, NHS (rtd)
Jackeline Alger, Instituto Antonio Vidal, Honduras
Jesslyn Thay, CABI
Joseph Ana, Africa Centre for Clinical Governance Research and Patient Safety, Nigeria
Julie Reza, Global Biomedia
Kate Foxall, eCancer
Liz Kora, Real Opportunities Network, Ghana
Najeeb Al Shorbaji, WHO (rtd), Jordan
Neil Pakenham-Walsh, HIFA coordinator
Ola El Zein, American University of Beirut, Lebanon
Perry Gasteiger, Costello Medical
Sian Williams, IPCRG
Tomislav Mestrovich, HIFA CR coordinator, Croatia
Vicky Hayles, NIHR

PRESENTATION (Neil Pakenham-Walsh)

Towards universal access to reliable healthcare information

How HiFa supporting organisations can support the HIFA-WHO Global stakeholder consultation

In official relations with the World Health Organization
1. The challenge

- The availability and use of reliable healthcare information is a vital but neglected global health issue
- We need high-level political and financial support for universal access: this is currently absent
- We need WHO to explicitly support universal access

2. The strategy

1. To enter into official relations with WHO and thereby have more influence ✓
2. To agree a WHO Collaboration Plan to accelerate progress ✓
3. To take the first step: a global stakeholder consultation ✓

3. Collaboration plan with WHO

- 1. Global stakeholder consultation
- 2. Identify concrete actions to achieve universal access to reliable healthcare information
- 3. Conduct an analysis on the impact of commitments made by relevant stakeholders

- 1. Support WHO’s work to understand healthcare information needs
- 2. Support WHO publications, information and public health messages
- 3. Support WHO publications in languages other than English
- 4. Support WHO’s advocacy efforts on multilingualism in global health
- 5. Collect information about healthcare information needs

Budget = $430k  Actual = $5k

4. The first step: www.hifa.org/survey2023

Universal access to reliable healthcare information: Global stakeholder consultation

Help shape the future of healthcare worldwide.

Can you imagine a world where every person and every health worker has timely access to the information they need to protect their own health and the health of others? When every person is provided fair information?
DISCUSSION
The survey is now live and available for you to complete yourselves: www.hifa.org/survey2023

Joseph Ana: Indeed the world has not yet committed to universal access to reliable healthcare information and the gap is being filled by misinformation.

Domician Francescon: To whom is the survey targeted?

Neil: It seeks the views of all stakeholders in the global evidence ecosystem (health workers, patients, researchers, publishers, policymakers, library and information professionals...).

Joseph: Neil, can you say more about the benefits to sponsors?

Neil: Supporting organisations are already by definition committed to supporting universal access to reliable healthcare information, as part of their original application to become a supporting organisation. The current consultation is critical to the achievement of universal access and therefore specific support for the consultation is a vital part of the process. All organisations that provide sponsorship will be prominently acknowledged on our website, communications, and presentations at conferences. The details are available in the Sponsorship prospectus on our website.

Najeeb Al Shorbaji: Reliable healthcare information is an integral part of healthcare provision. Institutions should contribute financially and in-kind to this initiative where they can.

Geoff Royston: What more can WHO do to promote the consultation?
Neil: I am currently in discussion about this with our focal point person Isabelle Wachsmuth, and indeed it would be very helpful if WHO can help to raise the visibility of the survey.

Vicky Hayles: How long is the survey open for?

Neil: 21 August until 30 September

INTERACTIVE STORMZ SESSION
Q1. What can you do to support this consultation?

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<tr>
<th>Suggestion</th>
<th>Description</th>
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<tr>
<td>IPCRG can share in its newsletter that goes out in English, Spanish and French.</td>
<td>I can use ecancer's social media channels to share the survey, we're also happy to include a short piece on it in our news section if HIFA would like to send us some text.</td>
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<td>I can share invitations and comments in the HIFA Spanish Forum in order to promote participation in the consultation</td>
<td>Do you have a comms plan? NIHR will add to our GHR social media and newsletter. But the messaging will need to be consistent.</td>
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<td>We can send it out through the Researchlife network/newsletter - reaching plenty of researchers/librarians/practitioners in LMICs.</td>
<td>Disseminate widely among universities</td>
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<td>Share it on different listserves which include different types of stakeholders</td>
<td>(Continue) to support work on publicising the survey and its use</td>
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<td>Share with personal networks and contacts, including TDR Global, SIHI and others.</td>
<td>I can react to HIFA social media messages to create momentum and also share those messages in my social networks</td>
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<td>Share with personal contacts working in healthcare/global health</td>
<td>Create QR codes for the survey link and place them on posters, flyers, or printed materials.</td>
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<td>We can share through our GFMER global network</td>
<td>I will write a blog and publish on CABl's Digital Library for our subscribers (mostly Academic librarians/researchers/faculty leads) to read, encouraging them to complete the survey. Distribute through EAHIL</td>
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<tr>
<td>Share on science comms listerus</td>
<td>I can present information about HIFA Consultation in scientific meetings</td>
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HELP WITH PUBLICITY
Joseph: If you visit the HIFA website there is a communication brief and graphics for HIFA
supporting organisations to publicise the survey on your website, communications, and social
media.
Communication brief: https://www.hifa.org/sites/default/files/publications_pdf/HIFA-

CLOSING COMMENTS
Thank you all for coming. As Najeeb has said we need both financial and technical support
from HIFA supporting organisations. Sponsorship is especially important. We are operating
with only a tiny fraction of what we need. One of the biggest strengths of HIFA is that we
have 445 supporting organisations that have officially declared their support for the HIFA
vision. We are grateful to the small number of organisations who have already sponsored the
consultation, and we invite others to do the same. It's vital this consultation is a success. It's
vital that we demonstrate our support for the goal of universal access. Because if we can't do
that, then high-level support for universal access from WHO and others will continue to elude
us, and we shall have wasted this unique opportunity to create a world where every person
has access to the information they need to protect their own health and the health of others.
Thank you.

END