



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 Biomedica
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)

In official relations with the World Health Organization 

Towards universal access to
reliable healthcare information

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

1. The challenge



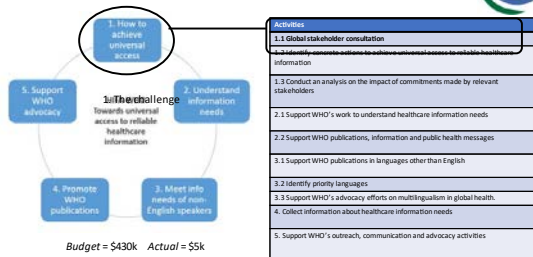
- **The availability and use of reliable healthcare information is a vital but neglected global health issue**
- We need **high-level political and financial support** for universal access: this is currently absent
- We need **WHO** to explicitly support universal access

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



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



Universal access to reliable healthcare information: Global stakeholder consultation

Help shape the future of health care 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? Where every person is protected from misinformation?

5. Support to date



Sponsors:



National Institute for Health and Care Research



THE ELSEVIER FOUNDATION



ecancer



International League of Oncological Societies

[your logo here?]

Technical support:



JBI



PLA-Special Interest Group
Evidence for Global and
Greater Health



costello
medical consulting

6. How YOU can help



1. Become a sponsor

Bronze: £100
Silver: £500
Gold: £1000
Platinum: £2000

2. In-kind support/publicity

Contact: neil@hifa.org



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?

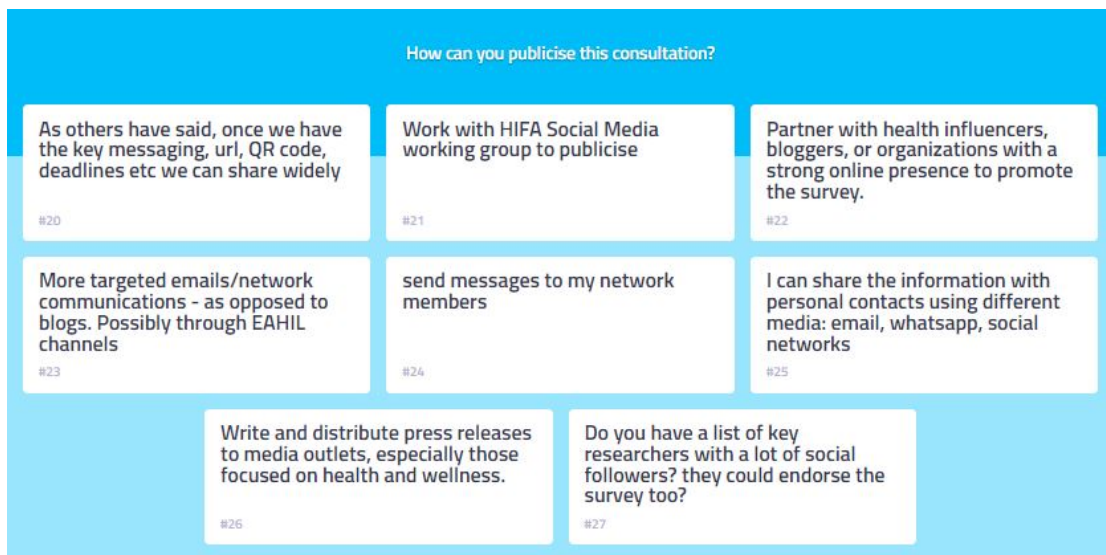
Neil: 21 August until 30 September

INTERACTIVE STORMZ SESSION

Q1. What can you do to support this consultation?

The image shows a grid of 19 response cards, each with a unique ID and a text-based answer to the question 'What can you do to support this consultation?'. The cards are arranged in a 6x3 grid, with the last row containing only two cards. Each card has a small teal icon in the bottom right corner, and some have a small teal speech bubble icon next to their ID.

What can you do to support this consultation?		
#2 IPCRG can share in its newsletter that goes out in English, Spanish and French.	#3 Share the survey on social media handles	#4 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.
#5 I can share invitations and comments in the HIFA Spanish Forum in order to promote participation in the consultation	#6 IPCRG can share with respiratory organisational stakeholders	#7 Do you have a comms plan? NIHR will add to our GHR social media and newsletter. But the messaging will need to be consistent.
#8 We can send it out through the Research4Life network/newsletter - reaching plenty of researchers/librarians/practitioners in LMICs.	#9 (Continue) to support work on publicising the survey and its use	#10 Disseminate widely among universities
#11 share it on different listserves which include different types of stakeholders	#12 Share with personal networks and contacts, including TDR Global, SIHI and others.	#13 I can react to HIFA social media messages to create momentum and also share those messages in my social networks
#14 Share with personal contacts working in healthcare/global health	#15 Create QR codes for the survey link and place them on posters, flyers, or printed materials.	#16 I will write a blog and publish on CABI's Digital Library for our subscribers (mostly Academic librarians/researchers/faculty leads) to read, encouraging them to complete the survey. Distribute through EAHIL
#17 We can share through our GFMER global network	#18 Share on science comms listservs	#19 I can present information about HIFA Consultation in scientific meetings



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-WHO_Global_Survey2023_CommunicationsBrief_6Aug2023.pdf

Graphics: <https://www.hifa.org/projects/hifa-who-global-consultation-2023>

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