



HIFA Country Representatives workshop

Link to recording:

<https://us02web.zoom.us/rec/share/JMLQ02mN7fA6GwJblqALDUrdMe4fa3s9fXA9KhyT2St3zMSqhg9aa1seJPwrtbkr.JTP8OtqeKHYEYfkZ>

Passcode: qj8^K5#^

26 April 2023

Present

- Denis Bukenya (Uganda)
- Didier Demassosso (Cameroon)
- Enock Musungwini (Zimbabwe)
- Jackeline Alger (Honduras)
- Jum'atil Fajar (Indonesia)
- Neil Pakenham-Walsh (UK)
- Ola el Zein (Lebanon)
- Perry Gasteiger (UK)
- Tomislav Mestrovic (Croatia)
- Mickey Rostoker (Canada)
- Please let us know if we missed you!

Introduction: Welcome to all CRs. CR programme is very important to raise the visibility of HIFA in different countries and invite more people to join.

Objectives of workshop:

- Connecting with each other
- Explore how HIFA can support your role
- Explore how CRs can support HIFA and HIFA-WHO Consultation survey

Presentation 1: Tomislav: Maximising the impact of country representatives: how can HIFA better support your role?

We have 270 CRs in 88 countries

- AFRO-104
- SEARO-57
- EMRO-35
- PAHO-32
- EURO-28
- WPRO-14

We have regional coordinators for EMRO, AFRO, PAHO. We have vacancies for coordinators SEARO [now filled], EURO, WPRO.

Why are CRs important?

- Raise awareness of HIFA
- Raise awareness of access to reliable healthcare information as a global health issue
- Mobilise support for HIFA forums
- Provide local perspectives and insights
- Facilitate collaboration and networking
- Scale up impact of HIFA forums
- Advocate for policy change

What can HIFA do to support CRs?

- Facilitate networking and collaboration among CRs
- Provide a platform for sharing success stories
- Support the development of local healthcare information resources

Tomislav then announced HIFA Country Representative of the Year 2022: Enock Musungwini, Zimbabwe

Note: Comments from the interactive sessions on Stormz are shown in blue.

Q1 In what ways would you be interested in engaging your networks to engage with HIFA vision?

- I can publicise HIFA on my social media channels (twitter, facebook, instagram, linkedin)
 - Facebook - post a health article
 - tweet, re-tweet, tag and mention HIFA in health related posts. Check likes, impressions
- I can organize events, such as workshops, seminars, or conferences, to promote HIFA's goals and to engage with local stakeholders.
- I can publicise HIFA on my social media channels (twitter, facebook, instagram, linkedin)
- I can mobilize students at the university where i teach to talk more about HIFA
- I talk about HIFA during my classes, sessions, workshops, ...lebanon
- I agree we can use our social media accounts to tweet, tag and mention HIFA
- Uganda. Include HIFA to my cv which i keep sharing during the various health rights presentation i make
- I also inform different stakeholders at the hospital, admins, About HIFA and how we can be part of that and help take it further...lebanon
- Keeping sharing the links to materials from HIFA platform with the HIFA link
- Can make an announcement at health conferences, platforms and cme meetings for doctors, nurses etc
- Through presentations in scientific events
- Like i have always done for the past 10 years, a top-bottom approach has been very successful. Exposing the relevance of HIFA to policy makers and health professionals networks is my ongoing strategy. This in line with enabling the creation of more opportunities to engage directly with the general public through the media especially traditional media.

Q2 What can HIFA do to support you in your role?

- HIFA can organise regular online events for country representatives to meet and share experience – Yes, Much needed...
- As a HIFA CR HIFA can support me better by providing more networking resources and opportunities so as to build skills in a variety of domains (knowledge management , public

health , public mental health , communication and writing , health education and communication)

- HIFA can encourage country representatives to engage with local stakeholders, such as health professionals, policymakers, and community leaders, to promote the importance of healthcare information and to identify local needs and challenges related to its availability and use.
- Link the CR to local WHO offices and introduce and give a support letter
- HIFA can, offer official support for certain local events
 - Could HIFA consider supporting individual projects in countries where there are significant challenges? (Canada)
- HIFA coordinator and regional coordinator can connect at an online meeting via link and support an online event
- Resources permitting, organise one in person workshop for CRs to engage more
 - Agree
- More roles for CRs for the work done in collaboration with WHO
- Create more opportunities for country representatives to collaborate and share their experiences and expertise with one another
- Show appreciation for the contributions of country representatives and acknowledge their efforts publicly

Presentation 2. Neil: HIFA country representatives and the HIFA-WHO Global Stakeholder Survey

- Official relations with WHO since 2022
- Global stakeholder consultation 2023
- Implemented by working group: HIFA, WHO, NLM, The Lancet, IFLA
- Objectives: Report to WHO; Build solidarity for universal access to reliable healthcare information

The survey has about 20 questions. It is the vital first step towards universal access. We need to get at least 1000 responses to demonstrate that there is a strong appetite for universal access.

CRs will be really important for this survey, to help raise the visibility of the survey and encourage people in their country to complete it.

The survey will be translated into different languages.

If each country can provide at least 100 responses we shall have tens of thousands of responses worldwide.

Q3. How will you publicise the Global Consultation in your networks to promote engagement?

- I can send an email to my friends and contacts and invite them to complete the survey
- I can use social media platforms, such as twitter, facebook, and linkedin, to publicize the consultation and encourage engagement.
- I will share the survey in my whatsapp groups of relevant experts to facilitate their inclusion
- I will use all of my social medias including whatsapp and telegram
- Send a tailored email to country's health organizations
- I will translate the survey into my language (indonesia)
- I will invite people to complete the survey through massive email from groups members such as the Honduras medical college
- I will target health professional networks, health advocacy groups, health colleges, social medica

- Invitation and sharing the link through personal and institutional social networks such as whatsapp and twitter, fb, instagram
- Zimbabwe - I will use my professional networks encourage them to join
- Perhaps each CR should open a HIFA social media platform so as to increase visibility and engagement amongst CRs of the country and followers
- Create labels to include in email signature of HIFA CR and HIFA members
- Enock (Zimbabwe) - I will reach out to college of public health physicians, nurses associations, make a presentation or announcement at a health conference
- Create template email and images to use for promoting the event... having promo sentences/ideas/icons in common so everyone is giving similar messages
- In my capacity as the assistant secretary general of the association of science journalists and health communicators for the promotion of health in Cameroon I intend to raise awareness on the new role HIFA is playing in global health. This space will also enable me to engage other ministries of other countries members of the world federation of science journalists.

Mickey: Does CR have contact with HIFA members in their country? Neil: This is not formalised. CR responsibility is more on getting new members rather than coordinating existing members. [But what would be great would be for CRs to identify members in their country and encourage them to engage in CR role. Contact Neil for guidance: neil@hifa.org]

Conclusion

We agreed to make these meetings regular. Opportunity to help HIFA and build our own professional networks

How to engage other CRs not present at the meeting? We shall send a report and a link to the recording. By telling people about this meeting we can hopefully engage more in the next meeting.

We want to improve these CR meetings and we invite everyone to give comments/thoughts on how to do things differently in our next CR meeting!