Dear Partner,

Recognizing the significance of community health in expanding access to quality care across geographies, a collection of governmental and non-governmental entities – UNICEF, USAID, the Bill & Melinda Gates Foundation, The Rockefeller Foundation, World Bank, WHO and the Office of the WHO Ambassador for Global Strategy – agreed in March 2018 to design, develop and implement a Community Health Roadmap (Roadmap).

Through the application of a rigorous methodology, 15 countries have participated in the Roadmap process, which has resulted in the development of National Investment Priorities, the articulation of Cross-Country Investment Priorities and the establishment of a Catalytic Fund.

On September 10th, the Roadmap will make several significant announcements regarding its progress and the next phase of its impact. These announcements will set the stage for community health to play a role in the conversations around Universal Health Coverage, Primary Health Care and SDG 3 during the United Nations General Assembly.

In advance of this event, in order to increase awareness of the Roadmap and to lay the groundwork for the announcements, we have developed this Resource Kit. We hope these materials will enable you to communicate about the Roadmap, so as to generate further interest and action.

We hope you find these materials useful. Please do not hesitate to contact Megan Gemmell at megan@communityhealthroadmap.org with any questions or concerns.

Sincerely yours,

The Community Health Roadmap Core Team
This toolkit serves as a resource for partners, media and supporters to demonstrate their support for the Community Health Roadmap.

We encourage you to share key messages, suggested social media posts or author blog posts and opinion pieces in their local media.

- Key Messages
- What You Can Do
- Suggested Social Media Messages for Facebook and Twitter

#Hashtag

When posting or sharing about the Roadmap, please use the official hashtag #communityhealth2030 to continue the unified narrative.

Community Health Roadmap Resources

www.communityhealthroadmap.org

Contact

Megan Gemmell
Email: megan@communityhealthroadmap.org
KEY MESSAGES


- The **Community Health Roadmap** charts the course to save a projected **550,000 lives** and to grant access to care for **500 million people** in 15 countries between 2020 and 2030.

- The **Roadmap** delivers clarity, cohesion and energy to support countries in developing sustainable, integrated, effective community-health systems.

- Linked to the global momentum toward Universal Health Coverage (UHC), the **Community Health Roadmap** strengthens critical delivery platforms for Primary Healthcare (PHC) services.

- The **Community Health Roadmap** is an ever evolving, living document that changes and adapts as countries change and develop their national priorities.

- The efforts of the 15 Roadmap countries – Afghanistan, Burkina Faso, Central African Republic, Cote D’Ivoire, Democratic Republic of the Congo, Ethiopia, Haiti, Kenya, Liberia, Malawi, Mali, Mozambique, Niger, Uganda and Zambia – have yielded clear National Priorities, which include:
  - Close the human-resources gap;
  - Identify sustainable financing sources for community health;
  - Develop comprehensive community-health strategy;
  - Improve technology infrastructure to enhance communication;
  - Increase supplies and commodities at community level;
  - Harmonize data reporting for community health; and
  - Construct health posts.

- The **Community Health Roadmap** has also surfaced and crystallized six Cross-Country Investment Priorities:
  - Mobilize funding for community health and primary health care, including sustainable domestic financing;
  - Reduce fragmentation by integrating community health into national system, particularly in areas of human resources, supply chain and information systems;
  - Optimize the quality of design and implementation of community health programs;
  - Identify design options for future community health and primary health care systems;
  - Enhance performance management systems for community health; and
  - Foster high-level political commitment to community health, in line with existing movements to achieve SDG 3.
• The **Community Health Roadmap** will launch a **Catalytic Fund** to assist Ministries of Health with grants to fill gaps not met by existing resources, while the **Roadmap Secretariat** will continue the mission with collaboration, speed and flexibility.

• Governments, NGOs, private-sector entities and individuals interested in contributing to the **Community Health Roadmap’s** ongoing development can do the following:

  o **Funders** – Invest in the Catalytic Fund, identify further opportunities to support the National and Cross-Country Priorities and explore ways to fund community health more effectively

  o **Governments** – Commit to making community health a national priority and elevate National Priorities on the global stage

  o **All Partners** – Champion the integration of community health in existing global health agendas, support National Priorities and highlight actions taken to support the Community Health Roadmap

• Join us: [www.communityhealthroadmap.org](http://www.communityhealthroadmap.org)
WHAT YOU CAN DO

1. Show your support on Twitter and Facebook by sharing suggested messages or creating your own using #communityhealth2030.

2. Ask and share how well your country promotes community health.

3. Ask and share what you and others can do to help advance community health.

4. Learn more: www.communityhealthroadmap.org
SUGGESTED SOCIAL MEDIA MESSAGES

Facebook

On September 10th, the Community Health Roadmap convened Ministries of Health, business leaders, philanthropists, the UN and civil society for joint action on advancing national community health priorities in 15 countries, with six new announcements. Visit http://bit.ly/2k0gJqY for more information. #communityhealth2030

The Community Health Roadmap shows how strengthening community health in 15 countries can save 550,000 lives, grant greater access to care for 500 million people and close the under-5 mortality gap by 50% over the next decade. #communityhealth2030 http://bit.ly/2k0gJqY

Stronger Community Health leads to stronger Primary Health Care, which helps achieve Universal Health Coverage and SDG 3. The Community Health Roadmap paves the way to a healthier future. #communityhealth2030 http://bit.ly/2k0gJqY

The Community Health Roadmap is a country-led process of identifying national community health investment priorities and is a living document used to coordinate, align and increase investments in primary care at the community level. #communityhealth2030 http://bit.ly/2k0gJqY

Twitter

Today, the Community Health Roadmap convened leaders to reveal 6 new announcements for joint action to advance national community health priorities in 15 countries http://bit.ly/2k0gJqY #communityhealth2030

Community Health Roadmap: 550,000 lives will be saved from 2020-2030 in 15 countries due to strengthened community health #communityhealth2030 http://bit.ly/2k0gJqY

Community Health Roadmap: Stronger Community Health leads to stronger Primary Health Care, which helps achieve Universal Health Care and SDG 3 #communityhealth2030 http://bit.ly/2k0gJqY

Community Health Roadmap: 50% closure of the gap in under-5 mortality by 2030 #communityhealth2030 http://bit.ly/2k0gJqY

Community Health Roadmap: 500 million people in 15 countries gain greater access to care #communityhealth2030 http://bit.ly/2k0gJqY

Community Health Roadmap: Gender empowerment through reproductive health services and female employment #communityhealth2030 http://bit.ly/2k0gJqY
Linked to the global momentum towards Universal Health Coverage (UHC), there has been global recognition of community health structures as a critical delivery platform for Primary Healthcare (PHC) services. #communityhealth2030 http://bit.ly/2k0gJqY

The Community Health Roadmap will contribute to a vision of a people-centered delivery of comprehensive, accessible, affordable and integrated health services appropriate to local context. #communityhealth2030 http://bit.ly/2k0gJqY

The Community Health Roadmap seeks to mobilize and channel resources for community health towards country priorities #communityhealth2030 http://bit.ly/2k0gJqY