



Fact Sheet: Primary Health Care Project in Iraq Component 3: Community Partnerships for PHC

USAID/PHCPI approach to building effective community participation will directly align with the MoH's Five Year Strategic Plan, which underscores community participation in healthcare services as a means to expand access and reduce morbidity and mortality. USAID/PHCPI will ensure that communities are involved from the outset in the design of an effective partnership structure and guidelines for community participation in PHC clinics. While much of the project's outreach will be directly to citizens/patients, USAID/PHCPI will engage local civil society organizations and NGOs to mobilize communities in designing appropriate healthcare services that will increase demand and utilization of PHC services. Healthcare committees at facility and district levels will be established to facilitate integration of community inputs into PHC improvements. These committees will engage women as well as civic, internally displaced persons (IDP) and other civic group representatives to ensure their participation in improving PHC services. Through the Community Partnership component USAID/PHCPI focuses on:

Developing National Statement of Patient Rights: USAID/PHCPI will work closely with MoH to create an Iraqi Patient's Rights charter that will emphasize patient's rights to treatment services as well as preventative care and access to user-friendly health information and education.

Fostering Behavioral Change Communication (BCC): With the MoH, USAID/PHCPI will develop a strategy for BCC to raise awareness among individuals and caregivers, about healthy lifestyles including adoption of behaviors that prevent disease and reduce risks of morbidity and mortality. USAID/PHCPI will develop messages to be disseminated through public awareness campaigns and other channels of communication (brochures, TV, media, print materials, focus group discussions) to empower communities to develop health seeking behaviors. USAID/PHCPI will work with MoH to engage local populations, particularly disadvantaged groups like orphans, widows, IDPs, the disabled and religious minorities to advise PHC clinics on community minded Quality Improvement activities.

Supporting Community Partnerships: USAID/PHCPI will develop a strategy to identify and involve NGOs, Civil Society organizations, and influential leaders (e.g., religious leaders) in improving mobilizing their community about ways to take responsibility for their own health and to work with PHC Clinics to respond to identified community health care needs. Based on the strategy and an initial rapid assessment of selected local health committees and community outreach experiences in Iraq, PHCPI is writing a handbook for Community Partnerships. Topics of the handbook will include:

- Community committee's purpose, authority and structure;
- Methods to include business leaders, women's groups, and school administrators in local health committees such as.
- Approaches for training committee members on increasing the impact of their role in increasing demand for quality services.