

LIVESTREAM & SOCIAL MEDIA TOOLKIT



#HealthForAll

The Institutionalizing Community Health Conference (ICHC) will take place in Johannesburg, South Africa from March 27 – 30, 2017. The conference will convene the world's leading health experts to bring attention to progress and challenges in community health and community health worker programs. This toolkit outlines livestreaming and live engagement options, as well as resources and sample social media messages for partners and participants to engage in the conference.

Key Resources:

- Conference Website: <http://ichc2017.org>
- Conference Program: <http://ichc2017.org/program>
- Conference Livestream: <http://ichc2017.org/streaming>
- Conference Graphics: <http://bit.ly/ICHCSocialMedia>

LIVESTREAMING

All conference plenaries and several additional sessions will be streamed for live viewing around the world. Access the livestream homepage here: <http://ichc2017.org/streaming>.

Schedule of Livestreamed Sessions – All times are South African Standard Time

Note: Presenters' Twitter handles are included where available. Remember to use #HealthForAll in all tweets!

MONDAY, MARCH 27 – Watch Monday sessions [here](#).

Plenary: What Now? Community Health in the SDG Era

Monday, March 27 | 8:30 – 10:00

Facilitator: Tsepiso Makwetla, South African Broadcasting Corporation, @TsepisoMakwetla; Presenters: Anthony Costello, World Health Organization (WHO), @globalhlthtwit; The Honorable Sarah Achieng Opendi, Minister of State for Health (General Duties), Uganda; Stefan Peterson, United Nations International Children's Emergency Fund (UNICEF), @stefanswartpet; Rajani R. Ved, National Health Systems Resource Centre, India; Miriam Were, Moi University, Kenya, @MiriamKWere; Sintayehu Abebe Woldie, Federal Ministry of Health, Ethiopia

Session I: Survive, Thrive and Transform: Community-Based Interventions for Women's, Children's and Adolescents' Health

Monday, March 27 | 10:30 – 12:00

Facilitators: Samira Aboubakar, WHO, @WHO and Mark Young, UNICEF, @UNICEF; Presenters: Sossinou Awoussi, Ministry of Health, Togo; Claudia Inghepa, Maternal and Child Survival Program (MCSP), Namibia, @MCSPGlobal; Zohra Lassi, University of Adelaide, @ZohraLassi; Christelle Neya Ouedraogo, Ministry of Health, Burkina Faso; Henry Perry, Johns Hopkins Bloomberg School of Public Health, @JohnsHopkinsSPH

Plenary: Implementation of Community Health Policies and Strategies: Country Evidence and Experience

Monday, March 27 | 13:00 – 14:30

Facilitator: Tsepiso Makwetla, South African Broadcasting Corporation, @TsepisoMakwetla; Presenters: Giorgio Cometto, WHO, @WHO; Barbara Hughes, USAID, @USAIDGH; Salim Hussein, Ministry of Health, Kenya, @MOH_Kenya; Dickens Onyango, Ministry of Health Kenya, @MOH_Kenya; Aro Rajoelina, Ministry of Health, Madagascar

Session 11: Innovative Approaches to Involve Communities and Improve Coverage by CHWs

Monday, March 27 | 15:00 – 16:30

Facilitator: David Sanders, University of Western Cape, South Africa; Presenters: Donela Besada, South African Medical Research Council, South Africa; Vandana Prasad, Public Health Resource Network, India; Sintayehu Abebe Woldie, Federal Ministry of Health, Ethiopia, @FMoHealth

TUESDAY, MARCH 28 – Watch and engage with Tuesday sessions [here](#).

Plenary: Sustainable Financing for Community Health

Tuesday, March 28 | 8:30 – 10:00

Facilitator: Mia Malan, Bhekisisa Mail & Guardian Centre for Health Journalism, @miamalan; Presenters: Olga Bornemisza, The Global Fund, @GlobalFund; Mickey Chopra, World Bank, @WorldBank; Roland Kesselly, Ministry of Health, Liberia; Aparna Kollipara, South African National Treasury, South Africa; Poonam Muttreja, Population Foundation, India, @Letstransform

Session 16: Result-Based Financing and Community Focus

Tuesday, March 28 | 10:15 – 11:45

Facilitator: Danielle Charlet, Translating Research Into Action (TRAction) Project and Health Evaluation, Research and Development (HERD) Project; Presenters: Narcisse Embeke, IHP/IHPplus, DRC; Célestin Bukanga Lugezi, Ministry of Health, DRC; Augustin Mwala, IHP/IHPplus, DRC; David Kamanda, Ministry of Health, Rwanda, @DavidKamanda_; Bruno Meessen, Institute of Tropical Medicine, @bmeessen; Peter Waiswa, Makerere University School of Public Health, Uganda, @waiswap

Plenary: Multi-Stakeholder and Multi-Sectoral Partnerships to Elevate Community Voice: Principles and Country Models

Tuesday, March 28 | 14:00 – 15:30

Facilitator: Laura Lopez Gonzalez, Bhekisisa Mail & Guardian Centre for Health Journalism, @LLopezGonzalez; Presenters: Anthony Costello, World Health Organization (WHO), @globalhlthtwit; Pallavi Govil, Ministry of Health and Family Welfare, India, @MoHFW_INDIA; Faridah Mwanje Luyiga, White Ribbon Alliance, Uganda, @fluyiga; Aminu Magashi, Africa Health Budget Network, Nigeria, @AminuMagashiG; Olga Bornemisza, The Global Fund, @GlobalFund; Usha Kiran Tarigopula, Bill and Melinda Gates Foundation, India, @gatesfoundation

Session 21: Partnerships to Strengthen Community Voice and Accountability

Tuesday, March 28 | 15:30 – 17:00

Facilitators: Lisa Hilmi, CORE Group, @lisa_hilmi and David Shanklin, CORE Group, @COREGroupDC; Presenters: Filimona Bisrat, CORE Group Polio Project, Ethiopia; Gwyneth Cotes, Strengthening Partnerships,

Results, and Innovations in Nutrition Globally (SPRING), @Gwyneth_Cotes; Frank Harle, Restless Development, South Africa, @RestlessDev; Denise Namburete, N'weti Health Communication, Mozambique

Wednesday, March 29 – Watch and engage with Wednesday sessions [here](#).

Session 23: Strengthening Community Health and Improving Resilience in Emergencies and Fragile Contexts

Wednesday, March 29 | 8:30 – 12:00 (Break 10:00 – 10:30)

Facilitator: Nathan Miller, UNICEF, @UNICEF; Presenters: Sorsa Faltamo Jama, Ministry of Health, Ethiopia, @FMoHealth; Abosede Adeniran, Federal Ministry of Health, Nigeria; Samba Diarra, UNICEF, Mali, @UNICEFMali; Sarah Hoibak, The Global Fund, @GlobalFund; Leonard Kouadio, UNICEF, DRC, @UNICEFDRC; Elizabeth Musa, Ministry of Health, Sierra Leone; Kumanan Rasanathan, UNICEF, @rasanathan

Session 28: Community Health Information Systems: Best Practices and Emergent Trends

Wednesday, March 29 | 13:00 – 16:30 (Break 14:30 – 15:00)

Facilitator: Eric Swedberg, Save the Children, @eswedberg; Presenters: Vikas Dwivedi, MCSP, @vikasdw; Hannah Hausi, MCSP, Malawi, @MCSPGlobal; Salim Hussein, Ministry of Health, Kenya, @MOH_Kenya; Anne Ruhweza Katahoire, Makerere University, Uganda, @MakerereU; Karin Kallendar, Malaria Consortium, Mozambique, @FightingMalaria; Leah McManus, IntraHealth, @Imcmanus_intrah; Dawne Walker, MEASURE Evaluation, @MEASURE_Eval; Anna Winters, Akros, Zambia; Sintayehu Abebe, Federal Ministry of Health, Ethiopia, @FMoHealth

Interact and Ask Questions During the Conference

Livestreamed sessions have a live chat feature when viewed on YouTube. Communications staff at the conference will monitor this chat section live and watch for questions, which may be passed on to session speakers or moderators during question and answer periods.

To interact on social media with the conference in real time, use the [hashtag #HealthForAll on Twitter](#).

SOCIAL MEDIA

Use #HealthForAll in all social media activity!

Related Hashtags: #CommunityHealth, #CHW, #HealthWorkers, #HealthWorkersCount, #CHWsMatter, #SDGs, #MomAndBaby, #MaternalHealth, #NewbornHealth, #EveryNewborn, #GlobalGoals

Handles:

[@USAID](#), [@UNICEF](#) (Hosts)

[@WHO](#), [@GatesFoundation](#), [@MCSPGlobal](#) (Collaborators)

[@APC_Project](#), [@AMPforHealth](#), [@CARE](#), [@COREGroupDC](#), [@GlobalFund](#), [@Jhpiego](#), [@MHTF](#), [@PMNCH](#), [@Philips](#), [@SavetheChildren](#), [@SPRINGProject2](#), [@usaidassist](#), [@WorldVisionUSA](#) (Partners)

Key #HealthForAll Communications Messages:

1. CHW programs play an essential role in closing the health worker gap, and in fostering universal health coverage.

2. We need to support countries to strengthen partnerships with communities as resources to transform the future.
3. Integration of community health approaches into health policy and systems is essential to achieve the Sustainable Development Goals.

Sample #HealthForAll Social Media Tweets:

BUILDING MOMENTUM AROUND COMMUNITY HEALTH

#CommunityHealth is key to achieving #SDGs. Join the conversation to show your support for #HealthForAll <http://ichc2017.org>

Expanding #CHW programs could prevent up to 3 million deaths per year. Join the #HealthForAll conversation <http://ichc2017.org>

Progress in health is not possible w/o focus on #CommunityHealth and #CHWs. Come together for #HealthForAll <http://ichc2017.org>

By 2030 we will lack 18 million #healthworkers. We MUST invest in country support of #CHWs to attain #HealthForAll <http://ichc2017.org>

Many families rely on #CHWs for health info & services. We can't let them down!
#HealthWorkersCount #HealthForAll <http://ichc2017.org>

It's a fact: #CHWs saves lives. Support integration of #CommunityHealth programs in health systems.
#HealthForAll <http://ichc2017.org>

Now is the moment for #CommunityHealth. Spread the word so we can achieve #HealthForAll and close the #HealthWorker gap <http://ichc2017.org>

Universal health coverage is within reach. Promote #CommunityHealth integration in health systems.
#HealthForAll <http://ichc2017.org>

#CommunityHealth is recognized as essential piece of #HealthForAll, but our work is not done yet.
Keep up momentum! <http://ichc2017.org>

PROMOTING ICHC LIVE STREAMING

Join [@USAID](#) [@UNICEF](#) [@WHO](#) [@GatesFoundation](#) [@MCSPGlobal](#) and #CommunityHealth experts
March 27 – 30 <http://ichc2017.org/streaming> #HealthForAll

Be a part of one of the largest #CommunityHealth gatherings in years. Join live March 27 – 30:
<http://ichc2017.org/streaming> #HealthForAll

Join the Institutionalizing #CommunityHealth Conference in Johannesburg LIVE on March 27 – 30:
<http://ichc2017.org/streaming> #HealthForAll

Spread the word: Institutionalizing #CommunityHealth Conference LIVE broadcast March 27 – 30:
<http://ichc2017.org/streaming> #HealthForAll

Explore key #CommunityHealth themes during live broadcast of ICHC on March 27 – 30:
<http://ichc2017.org/streaming> #HealthForAll

Don't miss the opportunity to join #CommunityHealth experts around the world March 27 – 30: <http://ichc2017.org/streaming> #HealthForAll

Follow #HealthForAll March 27 – 30 for live updates from Institutionalizing #CommunityHealth Conference <http://ichc2017.org/streaming>

Sample #HealthForAll Social Media Posts (Facebook, LinkedIn, etc.):

On March 27 – 30, 400 of the world's leading health experts from 38 countries will convene the Institutionalizing Community Health Conference (ICHC) in Johannesburg, South Africa to support countries to strengthen partnerships with communities as resources to transform the future and ensure that every mother, newborn, and child not only survives, but thrives. Follow along at <http://ichc2017.org/streaming> and follow #HealthForAll for updates

Join experts from around the world at the largest gathering around #CommunityHealth in years through live broadcasts of the Institutionalizing Community Health Conference on March 27 – 30: <http://ichc2017.org/streaming>. Follow #HealthForAll for updates.

Expanded access to key interventions provided by #CHWs could prevent up to 3 million deaths per year. Learn how to make this a reality by following the Institutionalizing #CommunityHealth Conference live: <http://ichc2017.org/streaming> #HealthForAll

Many families rely on CHWs as their main source of health information and services. Don't let them down! Continue the momentum around community health with the Institutionalizing Community Health Conference March 27 – 30: <http://ichc2017.org/streaming> #HealthForAll

#CommunityHealth works. Management of childhood malaria by CHWs reduces overall under-five mortality by 40% and malaria-specific under-five mortality by 60%. Learn how to scale these initiatives to attain #HealthForAll at the Institutionalizing Community Health Conference March 27 – 30: <http://ichc2017.org/streaming>

Neonatal mortality is reduced by 24% with the implementation of CHW home delivery services. Bring more attention to the importance of #CommunityHealth and learn from experts by participating in live broadcasts at the Institutionalizing Community Health Conference March 27 – 30: <http://ichc2017.org/streaming> #HealthForAll

Explore key #CommunityHealth issues including Systems & Implementation at Scale, Finance, Partnership, Equity & Accountability, Research & Innovations, and more at the Institutionalizing Community Health Conference March 27 – 30: <http://ichc2017.org/streaming> #HealthForAll

By 2030 we will face a shortage of 18 million health workers, particularly in low-income countries. We need to invest in #CHWs NOW to fill that gap. Show your support for #CommunityHealth at the Institutionalizing Community Health Conference March 27 – 30: <http://ichc2017.org/streaming> #HealthForAll

Achieving the SDGs and Universal Health Coverage are impossible without scaling up effective community health programs. We can do it, but we need to take action now. Learn more at the Institutionalizing Community Health Conference March 27 – 30: <http://ichc2017.org/streaming> #HealthForAll