

9<sup>th</sup> CGHH Conference  
26<sup>th</sup> to 28<sup>th</sup> October 2018  
**Cape Town - South Africa**



## **How can the CGHH support Ear & Hearing Care accessibility through Strengthening Primary Health Care Services and systems:**

CBM's approach 40 years after the Alma Atta declaration on PHC (1978)



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## Role of CGHH & international community

# Importance of Primary Health Care



WHO stated, in 1978, that "**Primary Health Care** is essential health care made universally accessible to individuals and families in the community by means acceptable to them, through their full participation and at a cost that the community and country can afford. It forms an integral part of the country's health system of which it is the nucleus and of the overall social and economic development of the community."\*

As such, PHC must be a **key element** in the effort to reduce the burden of ear and hearing conditions in the Developing World.

\* Primary Health Care. Report of the International Conference on Primary Health Care: Alma-Ata, USSR, 6–12 September 1978. Geneva, World Health Organization, 1978 (Health for All Series, No. 1), p.34.

## Role of CGHH & international community

### Importance of Primary Health Care

Key concept 1: **essential**



"Primary EAR & HEARING Health Care is **essential**  
**EAR & HEARING health care (EHHC) ...**

#### **ESSENTIAL INCLUDES:**

- I. Working diagnosis (trained PHC professionals)
- II. Appropriate instruments (equipped PHC centres)
- III. Care for all the frequent E&H conditions in the area
- IV. Follow up and referral routes to 2<sup>ry</sup> & 3<sup>ry</sup> EHHC**
- V. Means for Prevention and Early Detection**

## Role of CGHH & international community

### Importance of Primary Health Care

#### Key concept 2: **universal (UHC)**



"Primary EAR & HEARING Health Care is essential EAR & HEARING health care made **universally accessible** to individuals and families ...

#### **UNIVERSAL ACCESSIBILITY INCLUDES:**

- I. Locally available** (within walking distance)  
Home visitation for those not able to mobilize
- II. At least 5 days a week** + available at local Emergency services out of PHC hours.
- III. Free or minimal contribution** (cost of 1 meal)
- IV. Individual, family and group appropriate and sensitive:** Gender, Language, Age, Religion, Disability, Individual and Culture differences.

## Role of CGHH & international community

### Importance of Primary Health Care

#### Key concept 3: **in the community**



"Primary EAR & HEARING Health Care is essential EAR & HEARING health care made universally accessible to individuals and families **in the community** ...

#### **Taking EHC into the community includes:**

- I. PHC Centres** with their "network" of **Health Posts**
- II. Continuous training for community workers**
  1. On site training
  2. District workshops
- III. Regular "2<sup>ry</sup> & 3<sup>ry</sup> EHC" community health visits**
  1. Health service Provision (de-centralisation )
  2. Ear and Hearing screening
- IV. CBR/CBID** (community based inclusive development)

## Role of CGHH & international community

### Importance of Primary Health Care

Key concept 4: **acceptance/participation**



"Primary EAR & HEARING Health Care is essential EAR & HEARING health care made universally accessible to individuals and families in the community **by means acceptable to them, through their full participation.**

### **ACCEPTANCE & PARTICIPATION INCLUDE:**

- I. Talking** with community leaders **BEFORE** planning
- II. Talking DURING** planning
- III. Talking AFTER** planning (during the plan execution)
- IV. Working TOGETHER** with the community workers
  1. Early Involvement
  2. Early Training of Trainers
  3. Early Delegation of functions
  4. Early Empowerment

## Role of CGHH & international community

### Importance of Primary Health Care

Key concept 5: **affordable/sustainable**



**"Primary Ear & Hearing Health Care** is essential health care made universally accessible to individuals and families in the community by means acceptable to them, through their full participation and **at a cost that the community and country can afford.**

**Affordability and sustainability need to “walk hand in hand”, in order to support government systems at national level; this includes the consideration to create and/or develop public-private partnerships**

## Role of CGHH & international community

### Importance of Primary Health Care

Key concept 6: **within national systems**



**"Primary Ear & Hearing Health Care** is essential health care made universally accessible to individuals and families in the community by means acceptable to them, through their full participation and at a cost that the community and country can afford. **It forms an integral part of the country's health system of which it is the nucleus and of the overall social and economic development of the community."**

**The integration of EHC into a National Health Care system (EHC national strategy/plan) is a long term goal, to be achieved with the help of all health providers (local, national, international), community leaders, persons with disabilities, civil society & self-help groups.**



## Role of CGHH & international community

Where are we now, 40 years later:  
Astana declaration, 26 October 2018



## Astana Declaration on Primary Health Care: 2<sup>nd</sup> Global Conference on PHC, Astana, Kazakhstan, Oct 2018.

The Civil Society Engagement Mechanism (CSEM) group's statement aims to support the central role of PHC and desirable Universal Health Coverage (UHC), by calling on governments and development partners into action. Statement's content includes:

- Background information on EHC and "CSEM for UHC2030"
- **Call on governments to:**
  - Strengthen political leadership/governance
  - Improve financing
  - Enhance accountability
- **Call on development partners to:**
  - Advance country-led solutions (188 signatories of statement)



CIVIL SOCIETY STATEMENT  
GLOBAL CONFERENCE ON PRIMARY HEALTH CARE  
ASTANA, KAZAKHSTAN OCTOBER 2018

The Global Conference on Primary Health Care and the 40th Anniversary of the Declaration of Alma-Ata mark the momentum that is building towards ensuring comprehensive, integrated, rights-based and people-centered quality health care within reach of all people and prioritizing those most in need. As civil society representatives, we reflect on this historic moment and call for bold action from governments, development partners, and fellow civil society actors to drive progress for social, physical and mental health for all. Achieving universal health coverage and the Sustainable Development Goals requires high-quality, equitable, accessible and affordable primary health care.

# Role of CGHH & international community

## Other practical tools for advocacy

### Support WHA Resolution 70.13



## 2017 WHA RESOLUTION calls on governments to:-

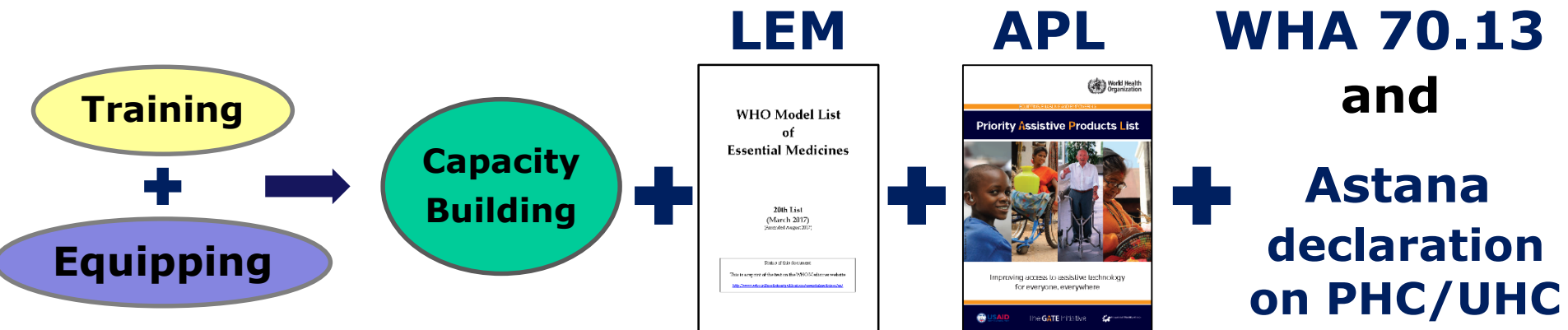
- collect quality population data on ear disease & hearing loss
- integrate EHC strategies within Primary Health Care systems.
- establish suitable training programmes in E&HC.
- ensure highest vaccine coverage against MMR.
- implement early screening in high-risk populations (eg for CSOM, infants, children, elderly, noise-exposed).
- improve access to affordable, cost-effective, quality, assistive hearing technologies and products.
- develop/ implement regulations for control of work & leisure noise & control of ototoxic medicines.
- promote alternative means of communication (eg SL, captions).
- work towards SDG 3 (healthy lives), SDG 4 (education for all).

# Summary

CGHH & international community can support  
Primary Health Care & Universal Health Coverage



... with **PEHC capacity building + List of Essential Medicines + priority Assistive Products List + WHA Resolution on Prevention of Deafness and Hearing Loss + Astana PHC declaration**, which provide excellent opportunities to engage with Governments & advocate for inclusive health:



**= A more inclusive society**

***Together we can do more!***

**www.cbm.org**



***Thank you!***