



HEALTH PARTNERSHIP ADVOCACY PACK

UKPHS Closure

POWER OF
PARTNERSHIP



HEALTH PARTNERSHIP ADVOCACY PACK – UKPHS CLOSURE

This document has been produced by THET's External Engagement Team in order to support the Health Partnership community in their advocacy efforts following the UK's Foreign, Commonwealth and Development Office (FCDO) closure of the UK Partnerships for Health Systems (UKPHS) programme.

THE STRATEGY

This strategy seeks to:

1. Provide a clear and consistent approach to our communications in response to the UKPHS closure.
2. Establish messaging and rationale to underpin all related communications activities.
3. Strengthen our community's response and resilience in the wake of the closure.

SITUATION OVERVIEW

On 23rd April 2021, THET were informed by the UK's FCDO, of the closure of our UKPHS programme. The FCDO's full statement on the closure can be found [here](#).

THET staff have received numerous requests and offers of support, with Health Partnerships expressing a strong desire to raise awareness of the impact of the cuts locally, nationally and internationally. This document outlines our planned approach to drive advocacy efforts forward through the mobilisation of this community.

KEY INFORMATION ON UKPHS

The UKPHS programme was managed by THET and supported by the Liverpool School of Tropical Medicine (LSTM).

- Due to be implemented across **2020-2024**.
- The funding for the five-year programme was approved by the FCDO (then DFID) in December 2019 but later cancelled on 23rd April 2021.
- The programme had been developed in partnership with ministries of health in the target countries, including Nepal, Myanmar, Uganda, Zambia, Ethiopia, Somaliland/Somalia, Bangladesh, Tanzania, Ghana and Sierra Leone.
- UKPHS would have enabled NHS staff from across the UK to **provide critical training to over 78,000 healthcare professionals**.
- The programme would have **benefitted more than 430,000 patients** around the world while **providing invaluable learning for NHS staff** to be applied in the care of patients in the UK.
- The charity estimates that **over 500 health facilities across these nations will no longer receive any support** through the programme.
- **£1.2m of British taxpayers' money** has been spent to date on the programme which cannot be recouped.

KEY ADVOCACY MESSAGES

1. These cuts have a devastating impact on global health.
 - a. The cuts come as the world continues to tackle the COVID-19 pandemic, with healthcare representing a global priority.
 - b. Governments across Africa and Asia are reeling from these decisions.
 - c. Betrayal of the £5m Nursing Now Challenge commitment.
 - d. We are only as strong as our weakest health system.
 - e. Betrayal of promises: A five-year programme has been cut under the guise of a one-year spending review.
2. The UK suffers from these cuts.
 - a. Hundreds of NHS staff have wasted months of work preparing programmes, only to be stood down.
 - b. So much has been learnt and adapted from the Ebola response to aid our own response to COVID in the UK.
 - c. UK health workers who take part in Health Partnerships return to the NHS with new and consolidated skills, greater motivation and the ability to innovate. With this comes better care for patients. At a time when health systems are under unprecedented strain, removing funding for global healthcare will have severe repercussions abroad and at home.
 - d. Isolating the NHS at a time when we need to continue to learn and work globally.

- e. Further undermines Boris Johnson's 'year of British leadership'.

MESSAGES THET WILL **NOT** ASSOCIATE WITH

- Cuts to UK Aid are bad for the UK because they will increase chance of instability/terrorism/extremism/conflict.
- Cuts to UK Aid are bad for the UK because they may increase need for military intervention.
- Cuts to UK are bad for the UK because they will increase forced migration to the UK.
- Any reference to or framing of individuals or countries using demeaning/discriminatory language or imagery.
- Links to military government in Myanmar – our support for health workers in Myanmar is not to be mistaken for support of the military.

STRATEGIES FOR ADVOCACY: KEY TO THE SUCCESS OF THESE STRATEGIES IS THE AUTHENTICITY OF YOUR VOICE AND THE IMPACT YOUR PARTNERSHIP HAS HAD TO DATE AND WOULD HAVE HAD IN UKPHS

USING THE MEDIA TO SHAPE PUBLIC OPINION

We have been successful in gaining coverage in local and national newspapers, including the [Evening Standard](#), the [Daily Mail](#) and the [Guardian](#). THET's press release can be viewed [here](#).

In light of our success in gaining media coverage across the UK, we are keen to keep this momentum going with the support of Health Partnerships. As such, THET has segmented the press coverage on a regional basis, identifying publications that may be interested in following up their initial story. The aim is to link these outlets (and newly identified newspapers) with a strong Health Partnership voice in each region. These regions include:

- East of England
- Greater London
- North East
- North West
- Northern Ireland
- Scotland
- South East
- South West
- Wales
- West Midlands
- Yorkshire and the Humber

HP Action: We would be grateful if this activity could be co-ordinated by a Health Partnership lead for each region, preferably someone with experience approaching the media and gaining coverage. We have developed a [google form](#) to log local media coverage and would be grateful if you could input all successful content approaches here to ensure coordination. Please email Charlotte.Ashton@thet.org regarding this.

LOBBYING DECISION MAKERS

In parallel to the public-facing advocacy outlined above, Health Partnerships are encouraged to take part in more targeted lobbying activities focused on MPs and political decision makers by writing to their MPs:

Writing directly to your MP as a constituent is a powerful and effective lobbying tool. Your MP has an obligation to read what you send them and reply to all reasonable requests, meaning it pays to have your voice heard.

Please remember:

- They are very busy and have tight schedules.
- Familiarise yourself with the language they use.
- Be honest, direct, precise and brief.

Below are some key points to consider when drafting your letter:

- Outline who you are and where you are writing from.
- Detail what has made you write to them.
- What is the impact of this on you and your hospital/partnership/etc?
- Insert short example if necessary.
- Call to action which could include:
 - A meeting or follow up briefing call.
 - An invite to your Trust/Organisation to learn more about the impact first-hand.
 - Write to the Foreign Secretary, Rt. Hon. Dominic Raab MP on my behalf, urging the Government to prioritise funding for Health Partnerships in line with the Sustainable Goals and achieving Universal Health Coverage.

HP Action: We would be grateful if you could notify of us any letters you send to your MP so we can continue to track this engagement and notify us of any outcomes resulting from your letter. Please send this to Michelle.Udoh@thet.org.

EDUCATING STAKEHOLDERS

It is key to highlight the clinical impact of this work to key external stakeholders and supporters. We encourage Health Partnerships to submit written content to key medical journals and third-party media outlets including The Lancet, British Medical Journal, Health Services Journal and Nursing Times.

One way to increase pick up of such pieces is to ensure a varied and high-level authorship from across your Partnership and the wider Health Partnership community. For example, if you are part of a Royal College, try to identify other Colleges which may want to co-author or approach senior leadership within the College for their involvement. This is also a key way to ensure the voices of overseas colleagues are heard.

HP Action: We would be very happy to support with the development of these pieces and the pitching of them and would be grateful if you could alert us to pieces as and when they are developed and submitted to ensure coordination. Please email Charlotte.Ashton@thet.org regarding this.

EDUCATING THE PUBLIC

To contribute to the 'noise' around the impact of the cuts, the value of delivering UK Aid funded projects through Health Partnerships, and the readiness of the Health Partnership community to deliver highly impactful projects once funding is in place, THET has launched an online campaign around the #PowerOfPartnership. This will include:

- Sharing pre-existing case studies, stories and Health Worker Profiles and Impact data.
- 'User generated' content shared through Health Partnership accounts and channels.
- Case studies submitted by Health Partnerships via this short [form](#).



THET have developed a set of [campaign resources](#), including graphics that you may wish to share on social media, and a campaign badge that can be added to your own images and content.



HP Action: We encourage you to get involved by sharing the messages and content disseminated through THET's social media channels (Twitter, Facebook, Instagram and LinkedIn) and by adding #PowerOfPartnership to your own posts, as well as adding #UKAid and tagging FCDO where possible (@FCDOGovUK on Twitter). Please reach out to Summer.Simpson@thet.org should you have any queries or concerns.

Below you can find sample social media posts that can be copied directly or edited as necessary:

- Health is global. Through sustainable and reciprocal partnerships, we can ensure quality healthcare for all. #PowerOfPartnership #UKAid @FCDOGovUK @THETlinks
- With the #PowerOfPartnership, we can share expertise to build stronger and more resilient health systems that benefit everyone. #UKAid @FCDOGovUK @THETlinks
- Health systems can only function with health workers; without them, there is no health care. #HealthPartnerships leverage the expertise of UK health institutions to strengthen their capacity and learn together. #PowerOfPartnership #UKAid @FCDOGovUK @THETlinks
- Health Partnerships show the best of #GlobalBritain, supporting volunteers from UK health institutions to build stronger health systems for vulnerable populations across the world. #PowerOfPartnership #UKAid @FCDOGovUK @THETlinks

- Healthcare can't wait. The time is now to use the #PowerOfPartnership to build a healthier future for all. #UKAid @FCDOGovUK @THETlinks
- Unity. Resilience. Impact. That's what the #PowerOfPartnership means to me. #UKAid @FCDOGovUK @THETlinks
- The COVID-19 pandemic reminds us of our interconnectedness: what happens anywhere affects all of us, everywhere. Building a stronger global health system can only be done through the #PowerofPartnership #UKAid @FCDOGovUK @THETlinks
- Health care systems have, and will always be, at the frontline of any global #pandemic. As we invest in health systems across the world, we invest in our future. #PowerofPartnership #UKAid @FCDOGovUK @THETlinks
- Global challenges cannot be addressed alone. We need to work together to innovate, strengthen and transform health systems across the world. #PowerofPartnership #UKAid @FCDOGovUK @THETlinks