

Nomination of Primary Care International (PCI) for the 2022 UN Interagency Task Force and the WHO Special Programme on Primary Health Care Award

Those being nominated should demonstrate an outstanding contribution to: (i) multisectoral action in the prevention and control of NCDs, mental health or other NCD-related SDGs; or (ii) multisectoral action with demonstrated results at the primary care for prevention and control of NCDs, mental health and NCD-related SDGs.

The application should describe how the institution, agency or organization being nominated has demonstrated the ability to:

- *Create new and innovative approaches and activities;*
- *Lead the agenda and work with partners*
- *Mobilize resources, knowledge and expertise;*
- *Meet challenges and overcome significant obstacles;*
- *Act as an exemplar to others.*

Quality NCD care is best delivered within integrated primary health care. PCI has led this agenda since its founding in 2014, creating models of intervention to improve quality and capacity of the primary care workforce and support surrounding systems. It's clear that PCI is making an important contribution to prevention and control of NCDs, to date reaching over 6700 health workers in 64 countries.

Learning from partners continuously informs its strategy. PCI understands that a multi-sectoral approach is key to this work, collaborating with a wide range of organisations/sectors. It works across the health system, from macro workforce planning to supporting on-the-ground clinical practice. This is facilitated through its Co-create, Coach, Catalyse model, simultaneously supporting primary care and NCDs, underpinned by combining a people-centred approach to care with a population health perspective. Examples of work:

Co-create

- Adapting normative guidance for application in primary care, working closely with local partners to facilitate collaborative discussions and generate protocols – e.g. PCI's collaboration on Global HEARTS with WHO (2019–22) <https://bit.ly/3aLHtpn>: adapting normative guidance to primary healthcare settings in various locations, and work with PAHO <https://bit.ly/3aHTxYq> addressing needs of people living with NCDs following natural disasters.
- Providing support to primary care health system strengthening and development of care pathways/guidelines for NCDs, e.g. work with Libya's Ministry of Health. <https://bit.ly/3xkynHK>
- Rolling out national NCD guidelines and improving NCD diagnosis/management at primary care level, e.g. with the MoH Mozambique on new ways to train non-specialists to support decentralisation of NCD detection and care <https://bit.ly/3NJhzkM>

Coach

- PCI has shifted from being predominantly face-to face to primarily online, without loss of quality or depth: analysis of a recent Covid-19 hastened shift to online learning showed that pre-and post-test results of learners were equal to those recorded during face-to face training. Retaining the peer-to-peer model PCI has always championed, PCI actively seeks to diversify its Clinical Associate network (background/location/experience).
- PCI's online home for learning, the PCI Academy, takes an innovative multi-directional learning approach to facilitate and mobilise existing knowledge and expertise of participants, giving PCI the potential to greatly increase its reach, with a growing number of alumni involved in facilitation for new learners.

Catalyse

- Transforming health systems: PCI's 2015–20 multi-country Healthcare Innovation Programme demonstrated clear impact through wide-ranging partnerships to strengthen primary care and tackle NCDs. <https://bit.ly/3NJhzkM>
- Cascade training further catalyses PCI's impact: a recent training with healthworkers from UNHCR has reached over 12 times the number directly trained.
- PCI has extensive experience partnering with organisations in the humanitarian space, promoting a pragmatic approach to managing NCDs. Its op-ed on managing COVID-19 and chronic conditions highlights how this is achievable. <https://bit.ly/3zsSnKY>
- PCI is increasingly advocating on different platforms for stronger integrated primary care as the best way to manage NCDs, acting an exemplar to others, e.g. its new Primary Care Practice series, and a recent blog with PHCPI ahead of WHA75. <https://pci-360.com/news/>

Success has not been without challenges: COVID-19 impact, an operational model that requires constant seeking of new opportunities, and a changing external funding landscape. But these have been overcome through its strong business plan and theory of change <https://bit.ly/3Qg2Ork> that sees this small, agile organisation taking a sustainable, practical approach. An intentionally diverse Board and a Global Council provide strong support, and partnerships are a source of collaborative strength and opportunity, often providing a referral stream for new projects.

PCI's desire to improve NCD outcomes for all is without question. It devotes itself to maximising opportunities to deliver this, through strategic vision and project/activity selection, and through an increasing variety of expertise and perspectives that will ensure its future relevance and impact. Strong, integrated, primary health care is central to success against NCDs in lower-income settings, and PCI has shown that it can play a part in making this happen.