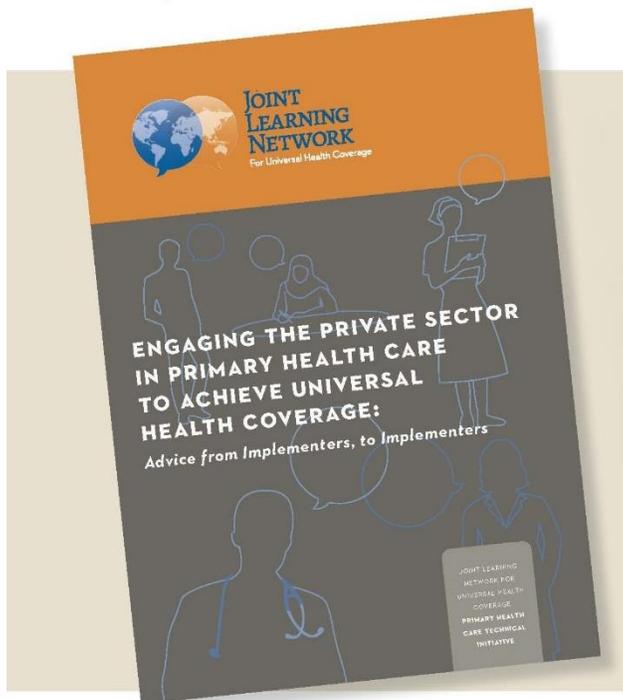


Social Media Tool Kit

Engaging the Private Sector in Primary Health Care to Achieve Universal Health Coverage: Advice from Implementers, to Implementers



Overview

On July 18th the Joint Learning Network for Universal Health Coverage (JLN) hosted its first global meeting in Malaysia, with representation from 27 member countries, development partners, civil society organizations, and technical facilitators. The meeting offered a unique opportunity to showcase the many resources developed through the JLN's collaborative learning model. Foremost among these is a new practical manual, [*Engaging the Private Sector in Primary Health Care to Achieve Universal Health Coverage: Advice from Implementers, to Implementers*](#).

What is Advice from Implementers, to Implementers?

Advice from Implementers, to Implementers is a practical manual co-authored by the JLN's Primary Health Care (PHC) Technical Initiative. This interactive PDF contains step-by-step guidance along with real world examples and case studies to help facilitate public-private sector engagement around PHC.

The first two of five modules have been completed: Initial Communications and Partnership Around PHC; and Provider Mapping. Future modules will cover Provider and Facility Regulation, Accreditation, or Empanelment; Provider Contracting and Payment; and PHC Systems M&E.

Who is it for?

Advice from Implementers, to Implementers is a resource is for public sector policy makers and practitioners interested in engaging and partnering with private sector actors to improve PHC for UHC.

Why is it useful?

In many countries, the private sector provides a significant and growing proportion of primary health care services. Policymakers are increasingly interested in working with the private sector to provide PHC services in order to achieve UHC, but lack the information and resources to do so. This manual bridges the resource gap by helping implementers put theory into practice.

Suggested Social Media Content

Below is suggested social media content to help raise awareness about and promote use of [*Engaging the Private Sector in Primary Health Care to Achieve Universal Health Coverage: Advice from Implementers, to Implementers*](#).

- **Share** content from this toolkit with your audiences and encourage their support via online channels (e.g. Facebook, Twitter, Blogs, Listservs and Newsletters)
- **Share this toolkit** with other relevant organizations and/or individuals

1.) Blog Post

More details of this practical tool can be found on Results for Development's [R4D Insights](#) blog.

2.) Tweets

- How can we engage the private sector in #PrimaryHealthCare? Check out our new practical guide: <http://ow.ly/YGI7303Jy7A>
- [@jln4uhc](#) members are sharing advice about advancing #UniversalHealthCoverage through improved #PHC <http://ow.ly/YGI7303Jy7A>
- Get to know more about our new [@jln4uhc](#) private sector engagement manual: <http://ow.ly/YGI7303Jy7A>
- To achieve #UHC, [@JLN4UHC](#) members are engaging the private sector to deliver #PHC. See how: <http://ow.ly/YGI7303Jy7A>

- [@jln4uhc](#) private sector guide is a learning hub for policymakers and practitioners aiming to achieve #UHC <http://ow.ly/YGI7303Jy7A>
- Learn how country #healthsystem implementers have improved #PHC by engaging with the private sector: <http://ow.ly/YGI7303Jy7A>
- Partnering with the private sector to improve #PHC can help us to achieve #UniversalHealthCoverage. Learn more: <http://ow.ly/YGI7303Jy7A>
- Engaging the private sector in #PrimaryHealthCare is one step closer to #UHC <http://ow.ly/YGI7303Jy7A>

3.) @JLN4UHC Partner Twitter Handles

The JLN's Twitter handle is [@JLN4UHC](#). Partner Twitter handles are listed below, for reference when drafting your own shareable content.

- Bill & Melinda Gates Foundation - [@gatesfoundation](#)
- World Bank Group - [@WorldBank](#)
- United States Agency for International Development - [@USAID](#)
- Access Health International - [@ACCESSHI](#)
- Results for Development - [@results4dev](#)
- Joint Learning Network for Universal Health Coverage - [@JLN4UHC](#)
- GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) - [@giz_gmbh](#)
- USAID's HFG Project - [@HFGProject](#)