

**INTERNATIONAL
CONFERENCE ON
PRIMARY HEALTH CARE**

2025

Call to Action



INTRODUCTION

Achieving universal health coverage requires transformative action across every dimension of primary health care, which is the cornerstone of equitable, people-centered, and cost-effective Health for All. As health challenges become increasingly complex and interconnected, incremental improvements are no longer sufficient; bold, systemic change is essential.

Primary health care must evolve into a truly multisectoral, innovative, adaptive, and resilient system—one capable of delivering equitable, high-quality care to every individual and community. This transformation requires coordinated action across governance, community engagement, workforce development, innovation, service delivery, financing, and data systems.

We, as a global community, call for a united, government-led action to implement these seven critical action areas that will reshape primary health care for the 21st century.



1

STRENGTHEN GOVERNANCE AND LEADERSHIP

Governments must prioritize a cohesive primary health care agenda that aligns partners and communities toward people-centered health. This requires strong governance policies and structures, decentralized decision-making to empower local action, and accountability through regular reviews, shared plans, and transparent reporting of actions and results.



2

ENGAGE STAKEHOLDERS AND COMMUNITY

Amplify meaningful stakeholder engagement by forging multi-stakeholder partnerships with the private sector, communities, advisory groups, and across government ministries.

Embed other sectors such as WASH, technology and transportation into health plans, and integrate health metrics into other sectoral plans to strengthen accountability and collaboration.



3

INVEST IN THE HEALTH WORKFORCE

Invest in a skilled, adaptable, equitably distributed, and resilient workforce by strengthening competency-based learning, expanding job creation, promoting flexible staffing models, fostering interdisciplinary collaboration, and ensuring fair remuneration and support.

Engage primary health care workers in decision-making, strengthen retention strategies, and prioritize caregiver protection and well-being.



4

FOSTER AND INVEST IN INNOVATIONS

Drive innovation in policy, financing, and technology adoption through clear implementation roadmaps, integrated digital solutions, and opportunities for experimentation.

Ensure strategic investments address system-level barriers; build infrastructure that enables scalable, adaptive, and innovative PHC solutions for sustainable, future-ready health care delivery.

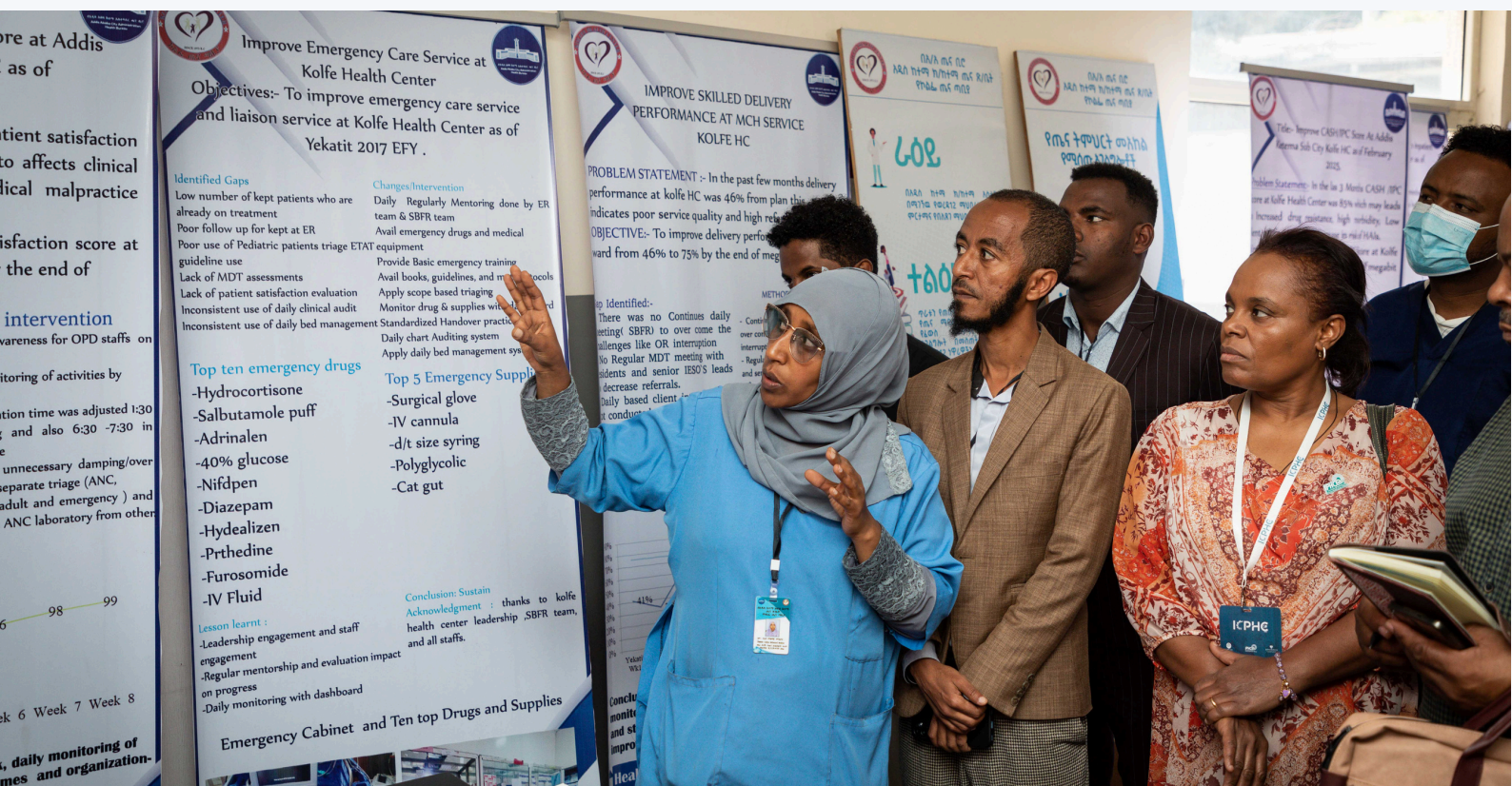


5

TRANSFORM SERVICE DELIVERY

Transform service delivery and health infrastructure through comprehensive service redesign, strengthened supply chains, and robust contingency planning.

Reinforce essential public health functions by advancing global health security measures and implementing One Health approaches that address interconnected health challenges.



6

PRIORITIZE HEALTH FINANCING

Drive adaptive and innovative strategies supported by aligned financing mechanisms.

Promote financial and resource flexibility that incentivizes evidence-based system strengthening, mobilizes local resources across functions, and strategically allocates funding to enhance resilience while delivering consistent, high-quality care.



7

ADVANCE DATA FOR ACTION

Strengthen information systems to collect, analyze, and use high-quality data to inform decision-making and advocacy.

Strengthen learning systems through multimodal training approaches that foster a culture of continuous learning and equip health workers with the knowledge and skills aligned to their roles and responsibilities.

Define and apply shared measures of success to track progress, share best practices, and highlight exemplary PHC models that demonstrate effective implementation.

ICPHC

NIGERIA HEALTH WATCH
Support communities, individuals, and groups in the Region to build action

RAISING AWARENESS ON MATERNAL AND CHILD HEALTH THROUGH RADIO MEDIA FOR CULTURALLY RESPONSIVE HEALTH SENSITISATION IN PRIMARY HEALTH CARE CENTRES IN NORTHERN NIGERIA

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AFFILIATIONS: Nigeria Health Watch

01 BACKGROUND

- Nigeria has one of the highest maternal mortality rates globally (1,047 per 100,000 live births), particularly in the northern regions where limited primary healthcare (PHC) access and sociocultural barriers poses a threat.
- However, radio remains a trusted, and accessible medium, especially in rural settings, and presents an opportunity for behavioural change and health communications.

02 OBJECTIVE

- To raise awareness on;
• Maternal and child health

04 KEY FINDINGS

Callers' feedback highlighted increased awareness of exclusive breastfeeding and its benefits for maternal and child health and also improved understanding and use of PHC services.

24 Radio Show Aired
175 In Kano In Niger

143,458 Listeners
99,320 male
44,138 female

05 DISCUSSION

The callers feedback indicated increased awareness of exclusive breastfeeding benefits and improved understanding of primary healthcare services, suggesting the culturally responsive approach effectively enhanced maternal and child health knowledge.

06 CONCLUSION

- Radio media design and service delivery approach

Online repost reach:
All programmes aired on Arewa Radio were

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