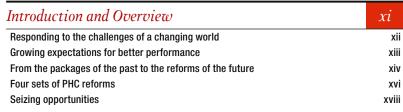


Contents



Message from the Director-General	viii





Chapter 1. The challenges of a changing world	I
Unequal growth, unequal outcomes	2
Longer lives and better health, but not everywhere	2
Growth and stagnation	4
Adapting to new health challenges	7
A globalized, urbanized and ageing world	7
Little anticipation and slow reactions	9
Trends that undermine the health systems' response	11
Hospital-centrism: health systems built around hospitals and specialists	11
Fragmentation: health systems built around priority programmes	12
Health systems left to drift towards unregulated commercialization	13
Changing values and rising expectations	14
Health equity	15
Care that puts people first	16
Securing the health of communities	16
Reliable, responsive health authorities	17
Participation	18
DHC referme: driven by demand	10



Chapter 2. Advancing and sustaining universal coverage	23
The central place of health equity in PHC	24
Moving towards universal coverage	25
Challenges in moving towards universal coverage	27
Rolling out primary-care networks to fill the availability gap	28
Overcoming the isolation of dispersed populations	30
Providing alternatives to unregulated commercial services	31
Targeted interventions to complement universal coverage mechanisms	32
Mobilizing for health equity	34
Increasing the visibility of health inequities	34
Creating space for civil society participation and empowerment	35



Chapter 3. Primary care: putting people first	41
Good care is about people	42
The distinctive features of primary care	43
Effectiveness and safety are not just technical matters	43
Understanding people: person-centred care	46
Comprehensive and integrated responses	48
Continuity of care	49
A regular and trusted provider as entry point	50
Organizing primary-care networks	52
Bringing care closer to the people	53
Responsibility for a well-identified population	53
The primary-care team as a hub of coordination	55
Monitoring progress	56



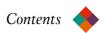
Chapter 4. Public policies for the public's health	63
The importance of effective public policies for health	64
System policies that are aligned with PHC goals	66
Public-health policies	67
Aligning priority health programmes with PHC	67
Countrywide public-health initiatives	68
Rapid response capacity	68
Towards health in all policies	69
Understanding the under-investment	71
Opportunities for better public policies	73
Better information and evidence	73
A changing institutional landscape	74
Equitable and efficient global health action	76



Chapter 5. Leadership and effective government	81
Governments as brokers for PHC reform	82
Mediating the social contract for health	82
Disengagement and its consequences	83
Participation and negotiation	85
Effective policy dialogue	86
Information systems to strengthen policy dialogue	86
Strengthening policy dialogue with innovations from the field	89
Building a critical mass of capacity for change	90
Managing the political process: from launching reform to implementing it	92



Chapter 6. The way forward	99
Adapting reforms to country context	100
High-expenditure health economics	101
Rapid-growth health economies	103
Low-expenditure, low-growth health economies	105
Mobilizing the drivers of reform	108
Mobilizing the production of knowledge	108
Mobilizing the commitment of the workforce	110
Mobilizing the participation of people	110



List of Figures

Figure 1. The PHC reforms necessary to refocus health systems towards health for all	xvi
Figure 1.1 Selected best performing countries in reducing underfive mortality by at least 80%, by regions, 1975–2006	2
Figure 1.2 Factors explaining mortality reduction in Portugal, 1960–2008	3
Figure 1.3 Variable progress in reducing under-five mortality, 1975 and 2006, in selected countries with similar rates in 1975	3
Figure 1.4 GDP per capita and life expectancy at birth in 169 countries, 1975 and 2005	4
Figure 1.5 Trends in GDP per capita and life expectancy at birth in 133 countries grouped by the 1975 GDP, 1975–2005	5
Figure 1.6 Countries grouped according to their total health expenditure in 2005 (international \$)	6
Figure 1.7 Africa's children are at more risk of dying from traffic accidents than European children: child road-traffic deaths per 100 000 population	7
Figure 1.8 The shift towards noncommunicable diseases and accidents as causes of death	8
Figure 1.9 Within-country inequalities in health and health care	10
Figure 1.10 How health systems are diverted from PHC core values	11
Figure 1.11 Percentage of the population citing health as their main concern before other issues, such as financial problems, housing or crime	15
Figure 1.12 The professionalization of birthing care: percentage of births assisted by professional and other carers in selected areas, 2000 and 2005 with projections to 2015	17
Figure 1.13 The social values that drive PHC and the corresponding sets of reforms	18
Figure 2.1 Catastrophic expenditure related to out-of-pocket payment at the point of service	24
Figure 2.2 Three ways of moving towards universal coverage	26
Figure 2.3 Impact of abolishing user fees on outpatient attendance in Kisoro district, Uganda: outpatient attendance 1998–2002	27
Figure 2.4 Different patterns of exclusion: massive deprivation in some countries, marginalization of the poor in others. Births attended by medically trained personnel (percentage), by income group	28
Figure 2.5 Under-five mortality in rural and urban areas, the Islamic Republic of Iran, 1980–2000	29
Figure 2.6 Improving health-care outputs in the midst of disaster: Rutshuru, the Democratic Republic of the Congo, 1985–2004	31

Figure 3.1 The effect on uptake of contraception of the reorganization of work schedules of rural health centres in Niger	42
Figure 3.2 Lost opportunities for prevention of mother-to-child transmission of HIV (MTCT) in Côte d'Ivoire: only a tiny fraction of the expected transmissions are actually prevented	45
Figure 3.3 More comprehensive health centres have better vaccination coverage	49
Figure 3.4 Inappropriate investigations prescribed for simulated patients presenting with a minor stomach complaint in Thailand	53
Figure 3.5 Primary care as a hub of coordination: networking within the community served and with outside partners	55
Figure 4.1 Deaths attributable to unsafe abortion per 100 000 live births, by legal grounds for abortions	65
Figure 4.2 Annual pharmaceutical spending and number of prescriptions dispensed in New Zealand since the Pharmaceutical Management Agency was convened in 1993	66
Figure 4.3 Percentage of births and deaths recorded in countries with complete civil registration systems, by WHO region, 1975–2004	74
Figure 4.4 Essential public-health functions that 30 national public-health institutions view as being part of their portfolio	75
Figure 5.1 Percentage of GDP used for health, 2005	82
Figure 5.2 Health expenditure in China: withdrawal of the State in the 1980s and 1990s and recent re-engagement	84
Figure 5.3 Transforming information systems into instruments for PHC reform	87
Figure 5.4 Mutual reinforcement between innovation in the field and policy development in the health reform process	89
Figure 5.5 A growing market: technical cooperation as part of Official Development Aid for Health. Yearly aid flows in 2005, deflator adjusted	91
Figure 5.6 Re-emerging national leadership in health: the shift in donor funding towards integrated health systems support, and its impact on the Democratic Republic of the Congo's 2004 PHC strategy	94
Figure 6.1 Contribution of general government, private pre-paid and private out-of-pocket expenditure to the yearly growth in total health expenditure per capita, percentage, weighted averages	101
Figure 6.2 Projected per capita health expenditure in 2015, rapid-growth health economies (weighted averages)	103
Figure 6.3 Projected per capita health expenditure in 2015, low expenditure, low-growth health economies (weighted averages)	105
Figure 6.4 The progressive extension of coverage by community-owned, community-operated health centres in Mali, 1998–2007	107

List of Boxes

Box 1 Five common shortcomings of health-care delivery	xiv
Box 2 What has been considered primary care in well-resourced contexts has been dangerously oversimplified in resource-constrained settings	xvii
Box 1.1 Economic development and investment choices in health care: the improvement of key health indicators in Portugal	3
Box 1.2 Higher spending on health is associated with better outcomes, but with large differences between countries	6
Box 1.3 As information improves, the multiple dimensions of growing health inequality are becoming more apparent	10
Box 1.4 Medical equipment and pharmaceutical industries are major economic forces	12
Box 1.5 Health is among the top personal concerns	15
Box 2.1 Best practices in moving towards universal coverage	26
Box 2.2 Defining "essential packages": what needs to be done to go beyond a paper exercise?	27
Box 2.3 Closing the urban-rural gap through progressive expansion of PHC coverage in rural areas in the Islamic Republic of Iran	29
Box 2.4 The robustness of PHC-led health systems: 20 years of expanding performance in Rutshuru, the Democratic Republic of the Congo	31
Box 2.5 Targeting social protection in Chile	33
Box 2.6 Social policy in the city of Ghent, Belgium: how local authorities can support intersectoral collaboration between health and welfare organizations	35
Box 3.1 Towards a science and culture of improvement: evidence to promote patient safety and better outcomes	44
Box 3.2 When supplier-induced and consumer-driven demand determine medical advice: ambulatory care in India	44
Box 3.3 The health-care response to partner violence against women	47
Box 3.4 Empowering users to contribute to their own health	48
Box 3.5 Using information and communication technologies to improve access, quality and efficiency in primary care	51

Box 4.1 Rallying society's resources for health in Cuba	65
Box 4.2 Recommendations of the Commission on Social Determinants of Health	69
Box 4.3 How to make unpopular public policy decisions	72
Box 4.4 The scandal of invisibility: where births and deaths are not counted	74
Box 4.5 European Union impact assessment guidelines	75
Box 5.1 From withdrawal to re-engagement in China	84
Box 5.2 Steering national directions with the help of policy dialogue: experience from three countries	86
Box 5.3 Equity Gauges: stakeholder collaboration to tackle health inequalities	88
Box 5.4 Limitations of conventional capacity building in low- and middle-income countries	91
Box 5.5 Rebuilding leadership in health in the aftermath of war and economic collapse	94
Box 6.1 Norway's national strategy to reduce social inequalities in health	102
Box 6.2 The virtuous cycle of supply of and demand for primary care	107
Box 6.3. From product development to field implementation – research makes the link	109

List of Tables		
Table 1 How experience has shifted the focus of the PHC movement	XV	
Table 3.1 Aspects of care that distinguish conventional health care from people-centred primary care	43	
Table 3.2 Person-centredness: evidence of its contribution to quality of care and better outcomes	47	
Table 3.3 Comprehensiveness: evidence of its contribution to quality of care and better outcomes	48	
Table 3.4 Continuity of care: evidence of its contribution to quality of care and better outcomes	50	
Table 3.5 Regular entry point: evidence of its contribution to quality of care and better outcomes	52	
Table 4.1 Adverse health effects of changing work circumstances	70	
Table 5.1 Roles and functions of public-health observatories in England	89	
Table 5.2 Significant factors in improving institutional capacity for health-sector governance in six countries	92	