

INTRODUCTION

Research suggests that much of health service delivery in Africa is focused on the public sector, even though there is evidence suggesting that much money is being spent by populations on private sector services. This would mean that the health sector is not being considered in its entirety and progress on the Millennium Development Goals (MDGs) will be difficult to achieve. Public-private partnerships in health offer a way to ensure that monies being spent are utilized in the most efficient way for the best possible care, while bringing innovation, management expertise and delivery capabilities to limited resources.

In this context, the World Bank published a report titled “*Trends and Opportunities in Public-Private Partnerships to Improve Health Service Delivery in Africa*” by T. Marek, C. O’Farrell, C. Yamamoto, and I. Zable, Africa Region Human Development, Working Paper Series Number 93, 2005 which presents the research in further detail. The World Bank also commissioned the Center for Development Communication (CDC) to develop a communication strategy to call attention to these partnerships and help boost them in Africa.

Global communication for development experience suggests that in order for policy reforms to take hold, they require a strong vision that is communicated in an effective way with messages that are designed to persuade key stakeholders in the benefits of adopting the policy. And in the case of PPPs for health, the audiences that need to be reached are varied both in terms of their ability to influence policy at the global, regional and local levels and in their geographic location. Therefore, in developing the communication strategy, the CDC undertook the following approach:

- First, key stakeholders identified by the World Bank’s Public-Private Partnerships working group were consulted to develop a stakeholder analysis. This was done to help develop an understanding of the core issues (e.g. potential concerns, common misconceptions, obstacles to overcome in establishing PPPs, etc) involved in trying to build a strong coalition of interested stakeholders. The process involved interviewing health officials, development partners and health practitioners in both sectors. The results were presented to small group of constituents who reviewed the audiences and messages and made suggestions. The full report “*Building Support for Public-Private Partnerships for Health Service Delivery in Africa: Critical Issues for Communication*” is presented in Annex B.
- The use of mass media is critical to any communication strategy. To effectively reach the target audiences, it is important to know their media habits. The CDC has a partnership with InterMedia Institute in Washington, DC which conducts media habits research throughout the world. Data were purchased on the media use patterns in four African countries who were thought to be representative of Sub-Saharan Africa and comparable data were available. The full report from InterMedia is attached in the Annex C: “*Media Overview in African Countries.*”

- Given its extensive media experience, the CDC identified and developed a list of key media in print, wires and electronic and broadcast TV with contact information of correspondents and editorialists from international and trans-national mainstream media. These media can be tapped for encouraging debate on the issue as well as writing success stories of PPPs in Africa. The full list is provided as Annex D: “*Media Contact List.*”
- Finally, a combination of mass media and interpersonal channels will be used to launch out the strategy. Therefore, the CDC identified key events taking place either internationally or in Africa where messages on PPPs can be delivered in person to key stakeholders. A list of regional African institutions and others who can be partnered with, along with information regarding specific events can be found in Annex E.

The resulting final strategy which defines the audiences, behavior objectives, messages, tactics and tools as well as the monitoring indicators is presented as the main text supported by the stakeholder and media analysis. A chronogram with an estimated budget for the proposed activities is presented in Annex F.