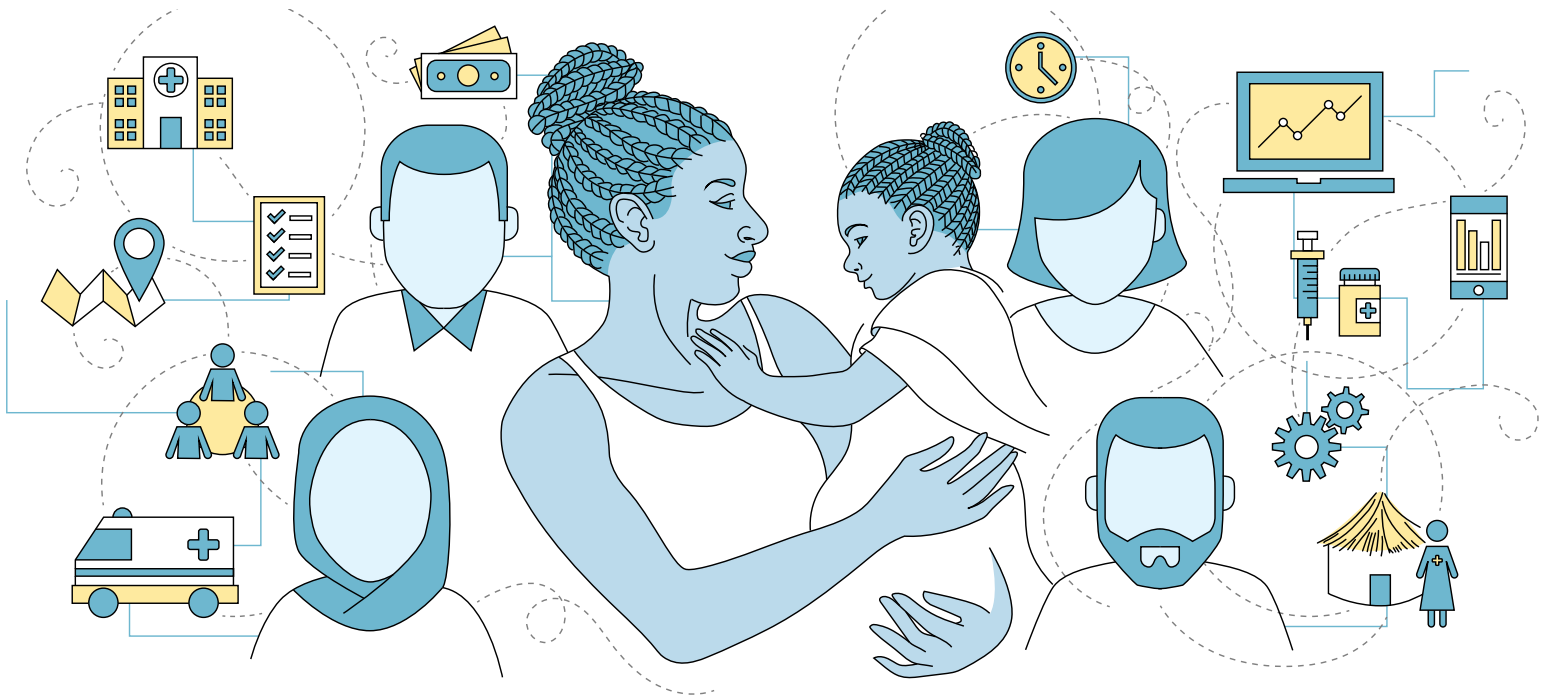


People are Primary

People-centered primary health care (PHC) is the foundation of health systems that put people first, address diverse health needs & leave no one behind.



Community Powered

Broadening civic engagement and amplifying citizen voice are critical in translating PHC commitments into programs that align with community needs. Mobilized communities are actively engaged in planning and monitoring and are able to represent citizen interest to inform stronger policies, budgets, programs and services to improve health and well-being. Individuals are the experts of their own needs, both as consumers and increasingly as providers through self-care and caregiving. By underscoring the connections between personal experiences and larger PHC systems, communities can mobilize to demand and co-create accessible, high-quality PHC.

Information Rich

People have access to more information about health than ever before. People are using data and information from and in their communities to demand better health. Strong PHC puts better information and education into more hands and informed consumers can better advocate for their own needs. The digitization of PHC, and importantly, the use of personal electronic health records, is improving the quality and continuity of care in communities around the world when implemented as part of a holistic approach to strengthening PHC. Evidence of what works is increasingly targeted to local context and needs in all stages of life, ensuring the greatest impact and best use of everyone's resources.

People-centered PHC will help adapt and respond to a changing world, move towards universal health coverage, and achieve the health-related Sustainable Development Goals. **We must harness the power of communities and information to accelerate progress toward the vision of health for all.**