# HIFA Strategy 2025-2027

## Accelerating progress towards universal access to reliable healthcare information

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## Strategic priorities

**1.** Advocate for political and financial commitment to universal access to reliable healthcare information

**2.** Advocate for WHO to champion universal access and convene stakeholders to develop a global strategy to make it a reality

**3.** Implement the WHO Collaboration Plan 2025-2027

**4.** Harness collective intelligence to strengthen the global evidence ecosystem

**5.** Promote global health information and communication in multiple languages

## Strengthening the global evidence ecosystem



## Vision and mission

Healthcare Information For All (HIFA) is a global human-rights-based campaign that is committed to reduce avoidable death and suffering by promoting 'a world where every person has access to reliable healthcare information and is protected from misinformation'. HIFA's unique mission is to bring together all stakeholders to accelerate progress towards universal access to reliable healthcare information, a prerequisite for Universal Health Coverage and the Sustainable Development Goals, in a spirit of solidarity and co-development.

## The challenge

Failure to access and apply reliable healthcare information is a leading cause of preventable death and suffering worldwide. Basic life-saving interventions are very often locally available, but not provided in time because of poor access to reliable information. Everybody needs reliable healthcare information to prevent and manage disease: families and caregivers, health workers, communications and media professionals, public health professionals and policymakers. Everyone has unmet healthcare information needs, which are highly contextual and change from moment to moment. These needs are especially pronounced in low- and middle-income countries (LMICs), in primary healthcare settings and among those who are marginalised.
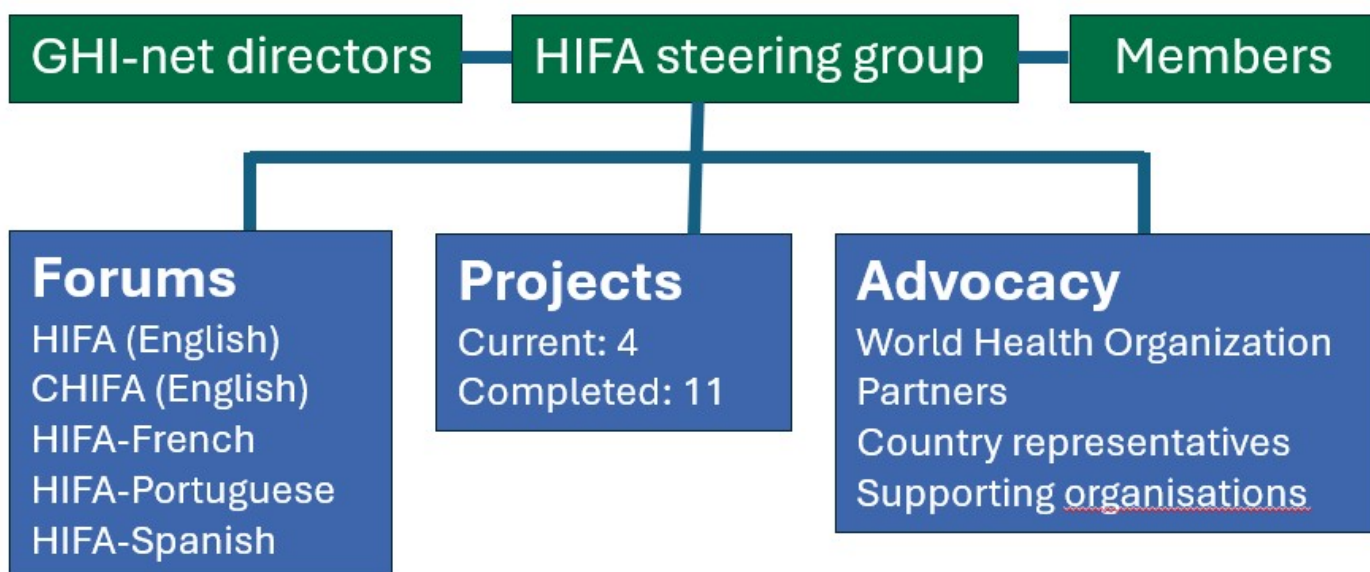
## Rationale and approach

A 2004 paper in *The Lancet* by Fiona Godlee, Neil Pakenham-Walsh and others argued that lack of reliable healthcare information is due to a dysfunctional global evidence ecosystem. The paper proposed a new global initiative to address three fundamental weaknesses: poor **communication** across the system; poor **understanding** of drivers and barriers in the system; and poor **advocacy** for healthcare information as a neglected global health challenge.

HIFA was subsequently launched in 2006.

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## HIFA Structure

| GHI-net directors | HIFA steering group | Members |
|---|---|---|

**Forums**
HIFA (English)
CHIFA (English)
HIFA-French
HIFA-Portuguese
HIFA-Spanish

**Projects**
Current: 4
Completed: 11

**Advocacy**
World Health Organization
Partners
Country representatives
Supporting organisations

Notes on above
- HIFA is administered by Global Healthcare Information Network in official relations with WHO
- HIFA has three pillars: Forums, Projects, Advocacy, whose purpose is to strengthen communication, understanding and advocacy across the global evidence ecosystem
- Projects support HIFA's 20,000 members to develop a collective understanding of priority topics
- Partners provide financial and/or technical support

## 20 years of steady growth

Since its launch in October 2006, HIFA has grown to include more than 20,000 professional members from 180 countries representing every part of the global evidence ecosystem, including health professionals, patients, the general public, policymakers, researchers, publishers, systematic reviewers, guideline developers, producers of reference and learning materials, journalists, social scientists, library and information professionals... HIFA members share experience and expertise around *how* to improve the availability and use of reliable healthcare information on five global forums in four languages (English, French, Portuguese and Spanish). They represent thousands of organisations around the world, of which more than 400 have officially endorsed the HIFA vision.

## Official relations with the World Health Organization

In January 2022 Global Healthcare Information Network, the non-government organisation that administers HIFA, was admitted into official relations status with WHO. The partnership is guided by a Collaboration Plan 2025-2027. The plan has 5 priority areas:

1. Recommend next steps for WHO to achieve universal access to reliable healthcare information

2. Promote understanding of information needs of the public, health workers and policymakers

3. Promote the availability of reliable healthcare information in languages other than English

4. Promote the availability and use of WHO publications

5. Support WHO's communication and advocacy activities.

# Building on past achievements:

**2006** — HIFA launches; CHIFA launches

**2009** — HIFA-Portuguese launches; BMC paper on information needs

**2010** — HIFA-French launches; HIFA-Zambia launches

**2011** — 1st HIFA conference; External evaluation

**2012** — White paper: Access to health information and human rights

**2015** — Lancet: Mobile healthcare information for all; BMA commits to healthcare information for all; Manila Declaration

**2018** — HIFA-Spanish launches

**2019** — World Medical Association commits to healthcare information for all; World Association of Medical Editors commits to multilingualism

**2020** — BMJ editorial and systematic review; BMJ advocacy paper on HIFA & high-level health goals; HIFA membership reaches 20,000

**2021** — WHO supports HIFA project on COVID-19; WHO supports HIFA project on Quality health services

**2022** — HIFA vision endorsed by 400 organisations worldwide; GHIN/HIFA enters into official relations with WHO

**2024** — Global Consultation for WHO; IFLA commits to healthcare information for all

## The opportunity for transformative change

Now more than ever HIFA has the opportunity to accelerate progress towards the HIFA vision, building on:
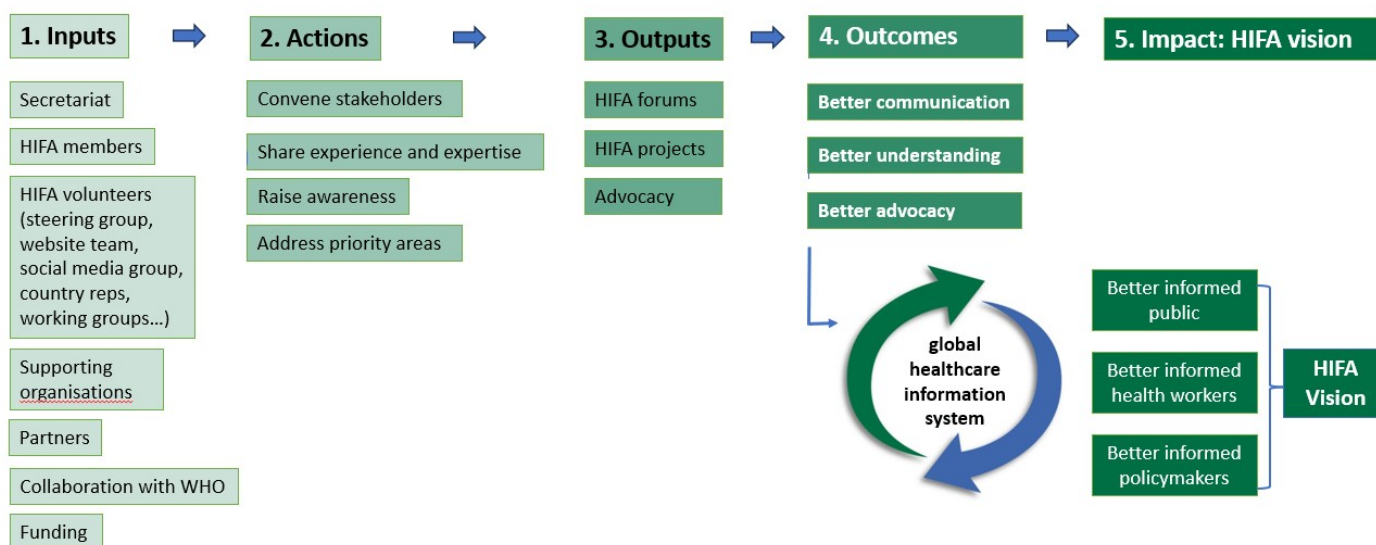
1. Our cumulative history of achievements (above)

2. A growing global membership

3. Deepening collaboration with WHO and others

4. Strong public awareness of the importance of reliable information and the dangers of misinformation

5. Recognition of the essential role of reliable healthcare information in quality health care, patient safety, human rights, universal health coverage and the Sustainable Development Goals

## HIFA Theory of Change

HIFA's inputs, activities and outputs translate into outcomes and impact, thereby driving progress towards universal access to reliable healthcare information and contributing to high-level global health goals (below)
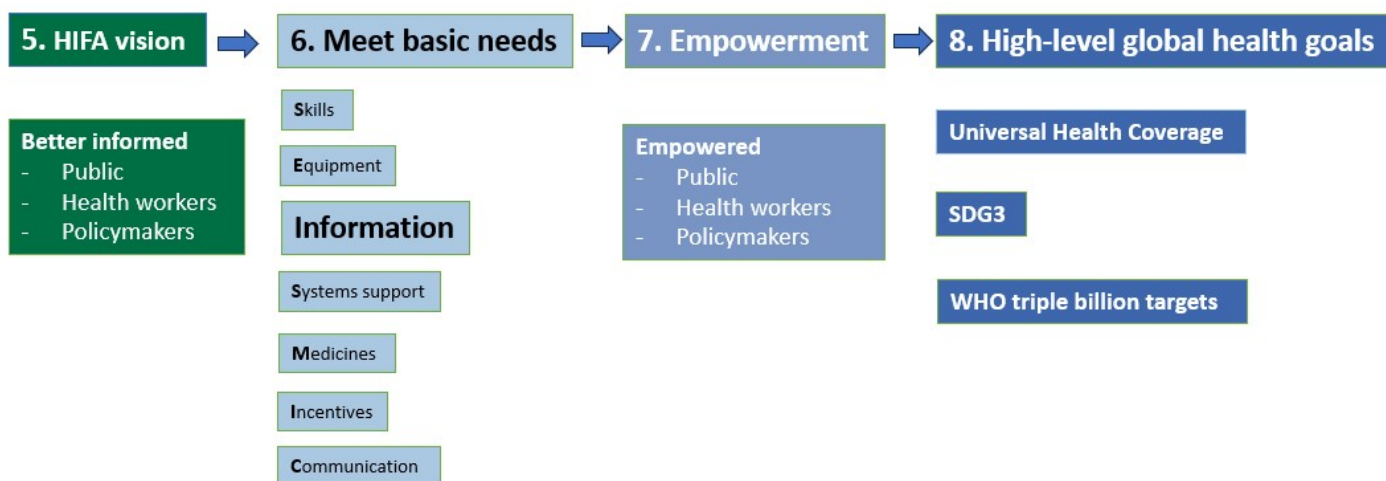
# HIFA Theory of Change

## How HIFA accelerates progress towards universal access to reliable healthcare information



## Universal access to reliable healthcare information is a prerequisite for universal health coverage and high-level health goals

Progressive realisation of the HIFA vision contributes to meeting the basic (SEISMIC) needs of healthcare providers empowering them to provide quality preventive and healthcare services, strengthening health systems.



Throughout, HIFA will **measure and evaluate value creation** using quantitative and qualitative indicators, including value for individual HIFA members, for HIFA volunteers and for participating organisations. Methods of evaluation will include statistics regarding members and forum messages, surveys, interviews and testimonials.

## Conclusion

HIFA's purpose is to strengthen the global evidence ecosystem by promoting communication, understanding and advocacy. We cannot do this alone and this is why we are working in official relations with WHO; why we have successfully advocated for official policy statements from the world's doctors and the world's library and information professionals; why we have secured official endorsements from more than 400 supporting organisations; and why we bring together more than 20,000 members from 180 countries.

Our first priority is to persuade WHO to explicitly champion universal access to reliable healthcare information and convene stakeholders to develop a global strategy for its realisation.

To achieve this transformative agenda, we need to increase the capacity of the HIFA Secretariat. HIFA has just one professional staff and a part-time administrator supporting a network of hundreds of volunteers. During 2025-2027 we aim to engage a second professional staff member.

For further information and/or to discuss opportunities for collaboration or support please contact:

Dr Neil Pakenham-Walsh, HIFA Coordinator
**neil@hifa.org**

### Healthcare Information for All

Corner House, Market Street, Charlbury,
Oxfordshire, OX7 3PN, UK
T: +44 (0) 1608 811899
E: admin@hifa.org

# How you or your organisation can help to achieve the HIFA vision:

- **Collaborate with us:** hifa.org/collaborate

- **Sponsor a project:** hifa.org/projects

- **Make a donation:** hifa.org/donate

- **Join HIFA (free)** hifa.org/join



**HIFA** and **CHIFA** are part of **HIFA Global Forums**, which also include **HIFA-French**, **HIFA-Portuguese**, and **HIFA-Spanish** (in collaboration with WHO). **HIFA** is administered by the Global Healthcare Information Network, a non-profit organisation registered in the UK, in official relations with WHO.