



HIFA-WHO GLOBAL CONSULTATION 2023

Sponsorship Prospectus





Introduction

Every day, tens of thousands of children and adults die needlessly for want of simple, low-cost interventions – interventions that are often locally available but simply not provided in time. A major contributing factor is that the parent, carer or health worker does not have access to the information they need, when they need it, to take appropriate action. Reliable healthcare information saves lives. Misinformation destroys lives.

HIFA (Healthcare Information For All) is a global social movement to improve the availability and use of reliable healthcare information and protect people from misinformation. HIFA and the World Health Organization (WHO) are collaborating on a [10-step plan](#) to accelerate progress towards universal access to reliable healthcare information.

In 2023 we launch a [global consultation](#) to identify best practices, opportunities and challenges to achieve universal access.

The first step is to consult stakeholders from across the global evidence ecosystem. The consultation will include:

1. A public online global survey, 10,000+ responses (launching 21 August 2023)
2. Thematic discussion on the HIFA forums in four languages (Aug–Oct)
3. Virtual and in-person events (Aug–Nov)
4. Key informant interviews (Sep–Dec)

The consultation aims to demonstrate widespread support and solidarity for the goal of universal access.

This will be critical to secure the high-level political and financial commitment that is needed. The consultation will be finalised through a seminal report for WHO that will lay the path towards universal access to reliable healthcare information in 2024 and beyond.

Invitation to Sponsor

In 2023 we invite sponsorship from key organisations who wish to align their brand with a growing, global campaign to accelerate progress towards universal access to reliable healthcare information.

The HIFA-WHO Global Consultation provides sponsors with an opportunity to reach hundreds of organisations and thousands of individuals engaging with the global campaign. This is a unique opportunity for your organisation to demonstrate your support for the goal of universal access.





Why Sponsor?

- Take a leading role in supporting a global campaign for universal access to reliable healthcare information.
- Promote your organisation through a multi-channel promotional campaign
- Build brand awareness with thousands of people in the global evidence community
- Publicly position your organisation as committed towards pursuing universal access to reliable healthcare information.



Sponsorship Opportunities

The Global Consultation is costed at £12k (US\$15k). We invite interested organisations to demonstrate your support for this vital first step towards universal access to reliable healthcare information by becoming a Bronze, Silver, Gold or Platinum sponsor. HIFA will recognise your generosity as follows:

	 Bronze £100 (\$125)	 Silver £500 (\$625)	 Gold £1000 (\$1250)	 Platinum £2000 (\$2500)
Benefit				
Logo on HIFA website	✓	✓	✓	✓
Logo on Global Survey landing page	✗	✓	✓	✓
Name and logo on final report	✗	✗	✓	✓
Acknowledgement via social media posts	✗	✗	✓	✓
Promotion at scheduled events*	✗	✗	✗	✓
*IFLA, Cochrane, EBHC 2023				

How to support us

We welcome sponsorship enquiries from all organisations across civil society, academia, government, health care, public and private sectors. If your organisation supports the vision of universal access to reliable healthcare information, please get in touch or visit our fundraising page.

Contact us

For further information or to discuss opportunities for sponsorship, contact HIFA coordinator: **Dr Neil Pakenham-Walsh | neil@hifa.org**

HIFA is administered by the Global Healthcare Information Network, a UK-based non-profit in official relations with WHO since 2022.

Together we can stop people dying due to lack of reliable healthcare information

hifa.online-donation.co.uk/consultation