

A Brand Handbook Crash Course

Identity, Positioning & Approach



I. Our Identity

The mission, vision, beliefs, values
and concepts that guide our work

Mission & Vision Statement

Mission

Provide a preferential option for the poor in health care

To bring the benefits of modern medical science to those most in need

To serve as an antidote to despair

Medical & moral, based on solidarity, not charity alone

When our patients are ill and have no access to care, our team will do whatever it takes to make them well

We strive to create a future in which every single person's right to quality health care is guaranteed.

Vision



Core Beliefs & Values

1 Integrity/Accountability

- ♦ honesty, transparency, and fairness purposely
- ♦ frugal when we can be
- ♦ responsible stewards of resources entrusted to us accountable to
- ♦ our patients



3 Commitment

- ♦ tenacious and resolute in our drive to attain social justice
- ♦ passionate about our work to break the cycle of poverty and disease
- ♦ push boundaries
- ♦ challenge conventions and the status quo

2 Humility

- ♦ listen and learn from others
- ♦ deeply attentive to those we serve, guided by their input and participation
- ♦ acknowledge/learn from mistakes interact
- ♦ with kindness, compassion, and respect
- ♦

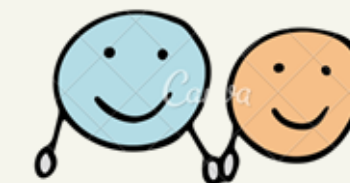


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Accompaniment / Partnership

- ♦ make common cause with those we serve accompany our
- ♦ patients, colleagues, and partners responsive to the needs
- ♦ of the most vulnerable flexible and nimble
- ♦ recognize that we cannot deliver on this cause alone; we embrace
- ♦ partnerships as the key to further our work

Core Beliefs



1

All human lives have the same value, and every human being has the *inalienable right to be healthy to fulfill their potential*.

2

All people need to stand in solidarity with those who find themselves at the margins of modern society as a result of centuries of oppression. The benefits of modern science must be shared with and enjoyed by all of humanity.

3

Every human being should be able to take advantage of social benefits, such as access to education, food, modern medicine, right to work, etc.

4

The playing field needs to be leveled for those individuals who are born at a disadvantage (equity vs equality).

Core Beliefs

5

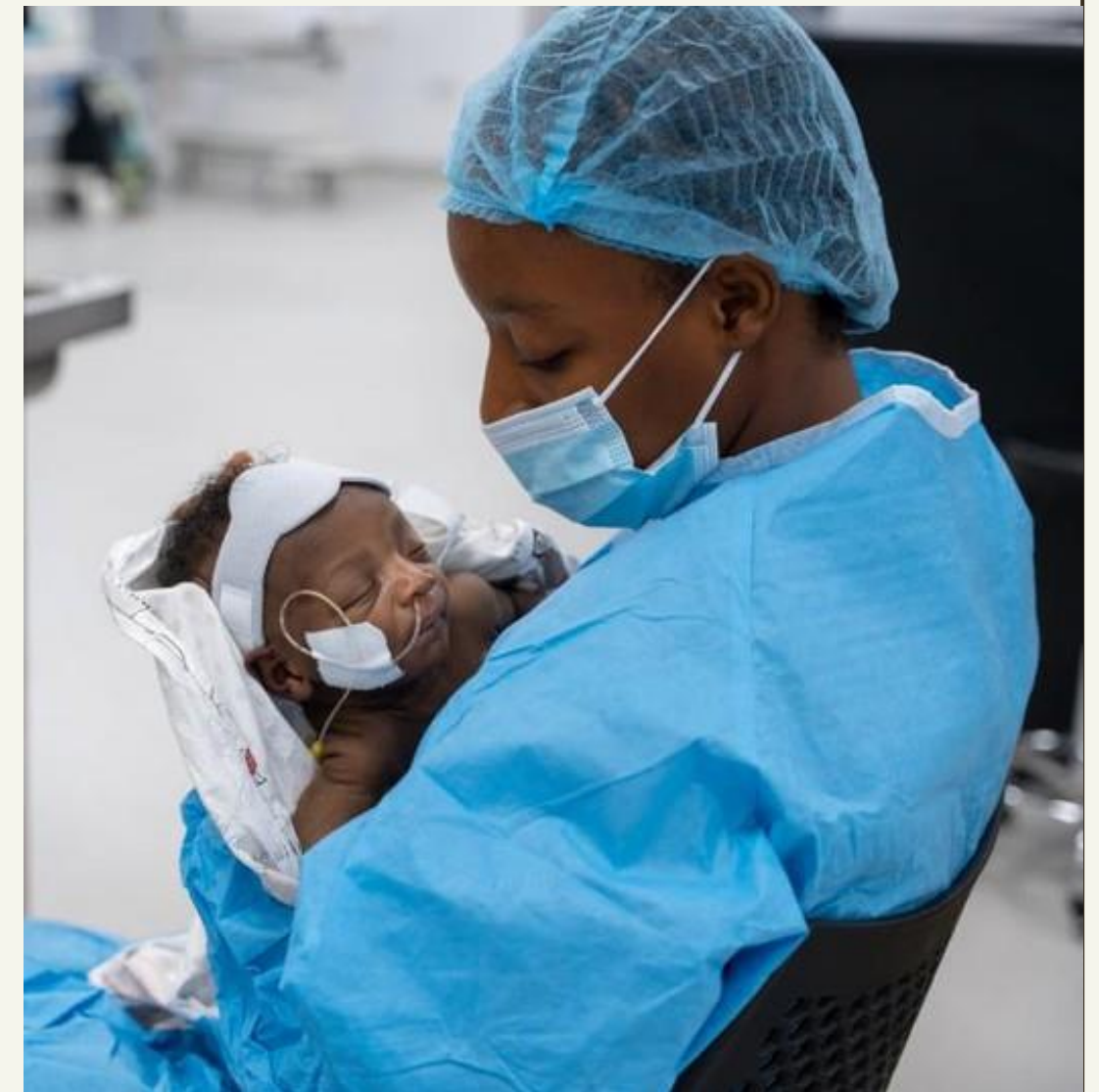
The social and political forces that are shaping today's world are profoundly unjust and must be reshaped.

Injustice is not accidental, but created through long-term political and social forces.

Conversely, we can fight injustice by changing those dynamics.

6

It is our moral call to action to expose social injustice and to work toward correcting those systemic forces that create inequalities, no matter how impossible or challenging this task might look.



Core Concepts



Liberation theology: a major influence for Partners in Health



The universality of health as a human right



Definition of “poverty” and the restoration of human dignity



Social Justice: connecting the past with the present to shape our future

read the handbook linked at the end of this presentation for more thorough explanations on these concepts!

Core Concepts

- ★ **Accompaniment:** from community-based healing to a model for good governance
- ★ **Optimism and Action:** raising our aspirations to meet those of our patients
- ★ **The “House of Yes”** and the rejection of selectiveness
- ★ **Shifting the Paradigm:** Fighting Disease, Fighting Dogma

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Core Concepts



Taking sides: Preferential Option for the Poor

= choosing to put the needs of the most vulnerable first.

In global health, it means making sure that those who are at a disadvantage are guaranteed access to the highest standard of care possible.

In the context of social justice, it means to take sides with the poor, since the burdens of disease and premature death disproportionately affects those living in poverty

*****This is why PIH has
striven to deliver
comprehensive care in the
most impoverished,
neglected, and rural
places.**

II. Positioning

What Makes PIH Unique?



SOCIAL JUSTICE

A specific view of the world based on solidarity principles compels us to expose **injustice** that leads to poverty and sickness and to fight for the universal human right to health

— This is **why** we fight. —



MEDICAL WORK

Our Work is medical in nature. We believe our expertise and research can be used to **cure** not only our patients but also the root causes of rising inequality.

— This is **how** we do it. —

III. Our *Approach*

Social Medicine

PIH focuses on the provision of health care, especially through

✦ Community Health Workers

- generally non-medical villagers who are trained to provide social, emotional, and medical accompaniment and link their neighbors to the clinics and hospitals that PIH supports
- perform tasks that are rarely seen as belonging under the aegis of health care
from providing food to cash transfers to transportation to housing, CHW's and our intentional proximity to the poor hold us accountable for our mission "to do whatever it takes"
- because to practice social medicine means to look at the full picture of what causes disease, **beyond medical symptoms/treatments**



Theory Of Change

1. CARE

- “Fight against Disease”
- Community based health care
- Strengthening national health systems

2. TRAINING

- Mentor local staff
- Train community health workers
- Support implementing partners

3. INFLUENCE WITH EVIDENCE

- “Fight against Dogma”
- Link the work with research
- Partner with world’s leading institutions
- Steering global investments toward Universal Health Care

4. REPLICATION

- Partner with governments
- Support national health reforms and systems
- Educate the next generation of global health leaders



The 5 S's

"What's going to be required for everybody in the long run is the ability to do complex health Interventions in poor settings."

DR. JIM YONG KI



The Partnership Model



PIH'S DELIVERY STRATEGY INCLUDES:

- Mapping the entire disease burden for each specific area we serve
- Professionalizing local community health workers
- Addressing the social determinants of health
- Prioritizing the most vulnerable, the sickest, and not a specific disease
- Strengthening district health management through decentralized funding and decision-making, mentorship, and capacity building
- Working with countries to support the development of strong national health plans, and to support implementation at the district level

Read The Whole Handbook Here

