

## PSI MYANMAR

Photo credit: Access to Health Fund



Since 1995, PSI/Myanmar has been providing the people of Myanmar with critical health services. We're one of the largest NGOs in the country, delivering significant health impact in nearly all 330 townships. Our mission in Myanmar is to address the largest contributors to Myanmar's burden of disease: HIV, tuberculosis, malaria, pneumonia, diarrhea, reproductive and maternal health, nutrition, diabetes, and hypertension. In 2019 we utilized Facebook's robust communication tools to move government officials from general support for Universal Health Coverage (UHC) to action for implementing UHC.

## INFORMING KEY DECISION MAKERS

At the outset of our effort, Facebook Audience Insights gave us the information we needed to identify that key influencers (peers, staff, spouses) of Myanmar's government officials had the power to initiate engagement and momentum for UHC.



*"This Facebook campaign is helping us move towards UHC in Myanmar. Spreading knowledge and excitement about UHC among the right audiences is the key to unlocking stakeholders' motivation to drive UHC forward. Our campaign sparked valuable conversations about UHC on and off of Facebook and will serve as the basis for a long-term communication strategy to support Myanmar's goal of achieving UHC by 2030."*

—Dr. Thant Sin Htoo, Assistant Permanent Secretary / Technical Director, NHP Implementation Monitoring Unit (NIMU), Ministry of Health and Sports, the Republic of the Union of Myanmar

## THE NEED FOR UNIVERSAL HEALTH COVERAGE

With a population of more than 52 million people, Myanmar is ranked by the United Nations as one of the poorest countries in the world.

Approximately 13 million people in Myanmar live on less than \$2 per day.



Too many people delay seeking treatment for illnesses due to the high cost of care.

Less than 2.5% of government funds go to funding healthcare.



**Increased poverty and suffering in this already compromised community.**

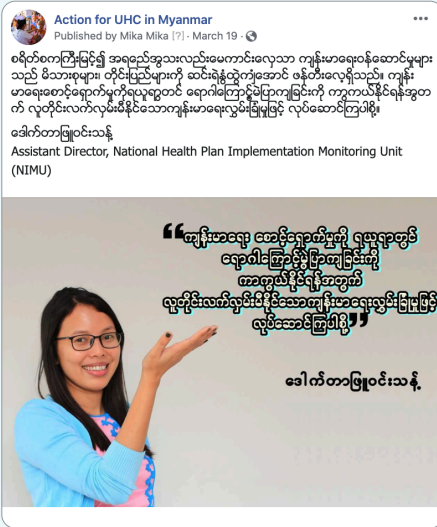
UHC in Myanmar means that all individuals can receive quality health services without suffering financial hardship. UHC would be transformative for the people of Myanmar, enabling all individuals to receive quality health services without suffering financial hardship.

# EDUCATING UHC DECISION MAKERS ON FACEBOOK

RIGHT INFORMATION + RIGHT TIME + RIGHT AUDIENCE

1

Worked with UHC experts and stakeholders to design campaign strategy.



2

Created a highly targeted audience on Facebook that included peers, staff, and spouses of influential officials.



3

Developed a strategy for educating people on the complex issues surrounding UHC. Launched “Definition Tuesdays” for introducing new terms and concepts.



4

Developed “Champions of UHC” to highlight influential community members showing support for UHC.

5

Launched Facebook Live with a prominent director from the Ministry of Health and Sports as part of a plan to educate the community.

6

Finished the campaign with a “thank you” video from a new mother showcasing the success of the UHC pilot program and thanking all the people involved in her baby’s safe and healthy birth.

# EDUCATION LEADS TO ACTION

FACEBOOK TOOLS MADE OUR GOALS A REALITY

- '15 UN and Myanmar delegates and officials set goal of creating Universal Health Coverage in Myanmar.
- '17 Myanmar government officials release the National Health Plan (2017–2021), laying out their vision to achieve UHC by 2030.
- '19 The government of Myanmar organizes for action on UHC. Part of this effort includes PSI/Myanmar’s Action for Universal Health Coverage Facebook Campaign to motivate Myanmar key decision makers from support to action.



- MAY The Ministry of Health and Sports approves a set of “Strategic Directions” toward a final strategy to finance UHC.
- DEC PSI/Myanmar invited to participate in planning Myanmar’s World UHC Day.

LOOKING AHEAD: PSI/Myanmar will continue to use Facebook to build on this momentum and motivate decision makers to achieve the next UHC milestones.