



International Institute for
Primary Health Care in Ethiopia

Communication, Marketing and Networking

Promotional Items



Informational flyers, brochures, booklets and leaflets



Active Marketing



(top) Launching of the Institute on Feb 01 2016 at the African Union.
(bottom) Re-launching of the Institute on Sep 20 2016 at JHU.



IIfPHC-E's booth at the Acting on the Call summit held at A.U. on Oct 25 2017 (top) and at the 19th Annual Review Meeting of FMOH held on 11/9/2017 in Gondar (bottom)

Networking



Prof. Mengesha Admasu's bench marking visit to icddr,b in Dakha, Bangladesh, Mar. 9-22, 2017 (top and bottom)

Other Major Accomplishments

- Over 56 critical stakeholders were systematically identified and letters introducing the Institute were handed out to each
- Brochures and training announcements for 2017 have been sent out to over 400 individuals from national and international organizations
- IIfPHC-E staff attended the international conference on institutionalizing community health/PHC held in South Africa where she introduced IIfPHC-E .
- IIfPHC-E staff attended the annual meeting of Future Health Systems in Brighton, during which they promoted the Institute.
- The Institute also developed a website, a Twitter account and a YouTube video as a platform to further market the Institute

Future Planned Activities

- Increase effort in Social Media Marketing
- Further polish IIfPHC-E website in order to boost web traffic and increase its effectiveness as a promoting tool
- Develop marketing and communication strategic plan
- Actively contact different health ministers from different African countries for in person global marketing of the institute
- Engage the Institute in more meetings and events
- Further engage FMOH directors to increase their active participation in promoting the Institute
- Introduce the Institute and market the courses on different international events to be held in Addis Ababa as well as on social media