Barbara Starfield Memorial Lecture

Advancing Global Family Medicine through Partnerships:

Stories, Samba, Strategies and Suggestions

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Conflict of Interest

• I have no conflict of interest to declare
Barbara Starfield

- Expert
- Evidence
- Engagement
- Equity
Advancing Global Family Medicine through Partnerships: Stories, Samba, Strategies and Suggestions

• Why advancing family medicine globally?
• Why partnerships?
• So what: for me, for you, for us
A different kind of “Why”?  

• Marshall Ganz: Public Narratives  
  • Why me?  
  • Why us?  
  • Why Now?  

http://marshallganz.com
From the Individual to the Collective

- Clinical Care
- Advocacy
- Leadership
- Networks & Partnerships

By Individual

For Individuals

By Collective

For Collective
Thank you Brazil!
If you were to describe, in one sentence, for a 10 year old, what is family medicine or its value, what would you say?
Why:
Advancing Global Family Medicine?
Advancing Global Family Medicine: Why?

1. It works:
   - Better outcomes
   - Improved cost-effectiveness
   - Enhanced equity

2. The time is now
Family Medicine to a child should be seen as ‘Medicine that keeps all the members of your Family well’ (A. Madaki)
Why Now?

GOOD HEALTH AND WELL-BEING

FM

PHCPI

PRIMARY HEALTH CARE PERFORMANCE INITIATIVE

Family & Community Medicine
UNIVERSITY OF TORONTO

THE BESROUR CENTRE LE CENTRE BESROUR
Family medicine is comprehensive care (B. Bokan)
Advancing global family medicine. Why?

The world needs us.
The world needs us now.

Family doctors look after all people of all ages for all their health problems. (R. Strasser)
Why partnerships?

• Central to family medicine
• Essential to achieving collective goals
Family medicine focuses on caring for whole people and their communities, with a view to understanding and working to ameliorate every factor that impacts their health. (G. Bloch)
Strengthening primary care through family medicine around the world: Collaborating towards promising practices.

- Committed partnerships
- Contribution of champions
- Policy windows
- General health policy

(Rouleau et al. Submitted for publication)
Global Level

National

Local

Partnerships

“You and your family come to see us when you are sick and I try to keep you healthy all the time” (N. Persaud)
“You and your family come to see us when you are sick and I try to keep you healthy all the time” (N. Persaud)
Partnerships to grow

Family Medicine is the first tool to improve public health".
(L.Samison)
Addis Ababa University &
The University of Toronto
Addis Ababa University- Family Medicine
Partnerships to bridge and galvanize
Partnerships to multiply

Family Doctors are more than Health Care Providers, we care and we share as a family. (Ishsan)
Sadok Besrour
Sadok Besrour
The Besrour Centre is a hub of collaboration to advance global family medicine as a privileged pathway to health equity

“I help people to not fall sick” (V.Cubaka)
The Besrour Centre- CFPC

Australia           Brazil           Chile
China               Ethiopia          Guyana
Haiti               Indonesia        Jamaica
Kenya               Laos             Malawi
Mali                Nepal            Rwanda
St. of Palestine    Scotland         Tanzania
Trinidad and Tobago Tanzania         Uganda
USA                 Uruguay          Canada
The Kingdom of Saudi Arabia

http://www.cfpc.ca/The_Besrour_Centre/
What we do

Advocate & Collaborate to:

• Create
• Apply
• Transform
• Disseminate

Knowledge For family medicine
Working Groups

- Narratives of Family Medicine
- Advocacy for Family Medicine
- Continuing Professional Development
- Faculty Development
- Research and Quality Improvement
- Dissemination

WONCA Session: Friday afternoon
So far...

• We should advance global family medicine because we have something important to contribute to the world, now.

• Working in partnerships allows us to transform individual vision into collective action and collective vision into individual momentum.
What next?
(So what?)
Barbara Starfield

- Expert
- Evidence
- Engagement
- Equity
Expert- Attitude

“I’m not an ostrich”
Expert- Diversity

Partnerships can anchor our diversity in a productive co-creativity

Approaching a global definition of family medicine The Besrour Papers: a series on the state of family medicine in the world.

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Expert- Quality

We need to be good at being excellent.
We need to get better at getting better
Evidence

We need to be good at being excellent...
And we need to be excellent at showing it.

- What type of evidence do we need?
- How do we get the evidence we need?
Equity

• Equity as quality
• Equity for health
• Equity through Accountability
Family Medicine

Health

Equality doesn't mean Equity

Family Medicine
Discourse “Drift”

- Transformation
- Accountability
- Accountable to others
- Innovation
- Co-creation
- Expansion of knowledge
- Transaction
- Revenue generation
- Accountability to local
- Commercialization
- Leverage
- Commodification of knowledge
WE CAN'T SOLVE THE WORLD'S HEALTH PROBLEMS IN SILOS—THIS SUMMIT WILL PROVIDE THE SYNERGY NEEDED TO MAKE GLOBAL CHANGES TOGETHER!

WHY ATTEND?

We must foster socially accountable health and educational systems to advance universal health coverage and the WHO strategy on human resources for health. These goals can be achieved if changes take place, not only in educational institutions, but in the wider health system environment. Over the years, a number of organizations and institutions worldwide have promoted or implemented social accountability principles. This summit will foster synergistic action of the key players needed to amplify that change from the local to the global scales.

WHO SHOULD ATTEND?

- Leadership, staff, and students of medical schools and health educational institutions
- Academic authorities and regulatory bodies
- Health policymakers and health organization managers
- Professional associations
- Local authorities and civil societies

AREAS FOR ACTION:

- PARTNERSHIPS: Engage with other health system stakeholders to help educational institutions become more socially responsible
- ACCREDITATION: Enable evaluation and accreditation systems that measure the impact of schools on people's health

CONFIRMED CONFERENCE PARTNERS

- World Health Organization
- SIFEM
- CIDMEF
- Wonca
- Ghets
- IFMSA
- AMEE
- AFMC
- AFAF

LEADERSHIP: Foster leadership and governance needed for schools to become more socially accountable.

CONFERENCE WEBSITE AND ABSTRACT SUBMISSION LAUNCH COMING SOON!
Engagement

• Include champions
• Include other disciplines
• Include patients
Engagement: From the Individual to the Collective

By Individual

Clinical Care

Leadership

For Individuals

Advocacy

Networks & Partnerships

By Collective

For Collective

For Individuals
Samba?
Samba?

- Originated from drumming
- Conscious use of a sung chorus
- Samba considered the dance of celebration and joy
- Actually a set of dances, rather than a single dance
Samba?

• In the indigenous language, "samba" means roda de dança, or a **circle** to dance

• The Samba of Roda considered an expression of **freedom and identity** of the underprivileged

• Became a means of **liberation**.

Wikipedia
Thank you.