



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

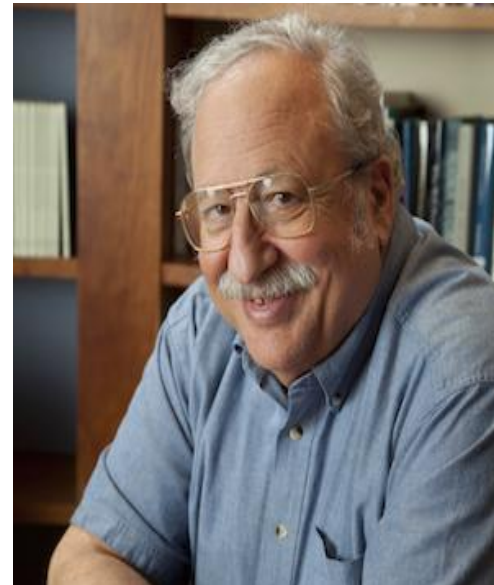


Advancing Global Family Medicine through Partnerships: Stories, Samba, Strategies and Suggestions

- Why advancing family medicine globally?
- Why partnerships?
- So what: for me, for you, for us

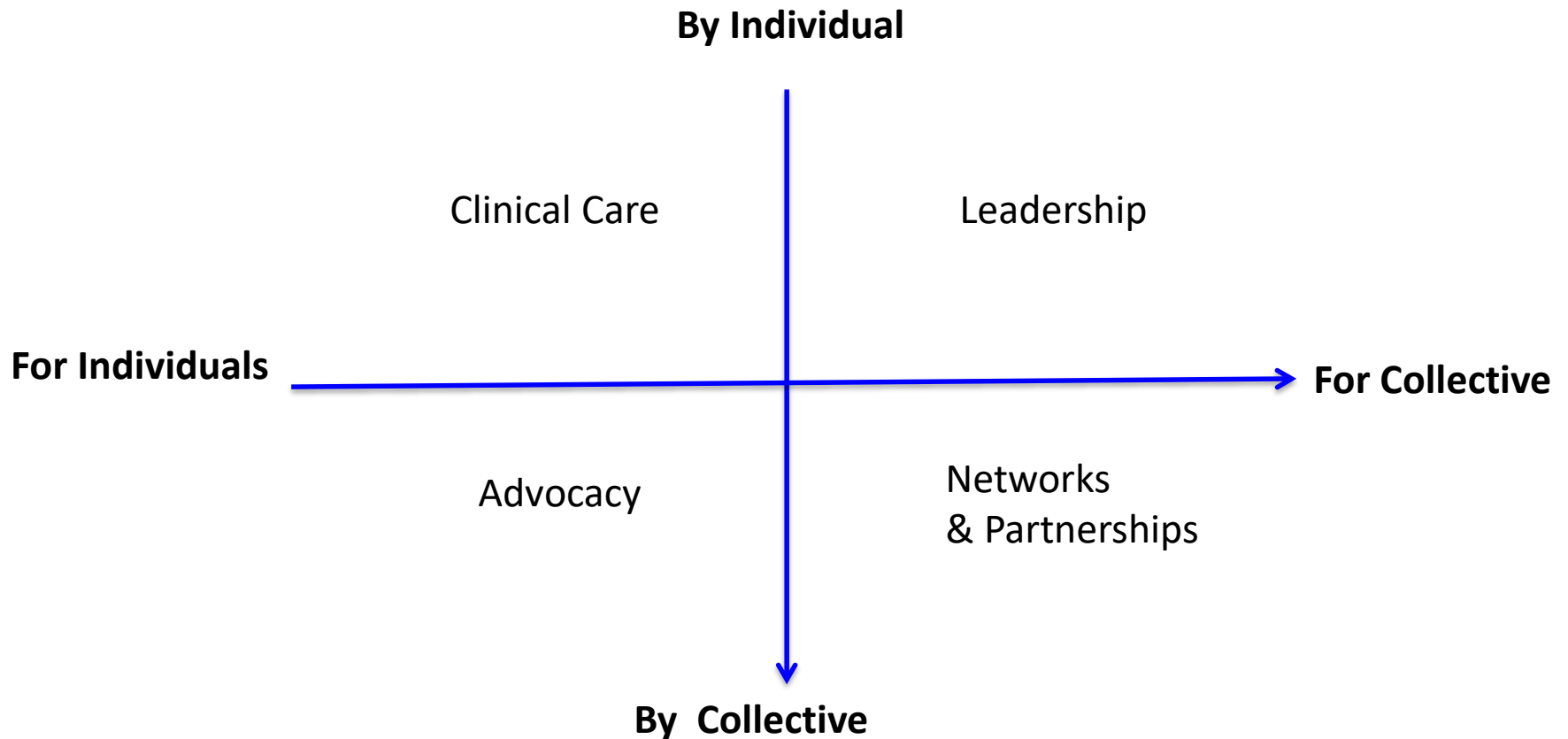
A different kind of “Why”?

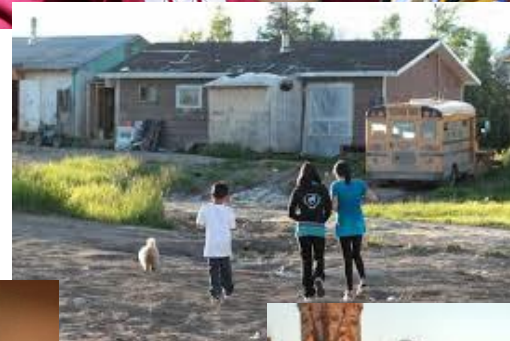
- Marshall Ganz: Public Narratives
- Why me?
- Why us?
- Why Now?



<http://marshallganz.com>

From the Individual to the Collective





Thank you Brazil!



One Sentence Project

If you were to describe, in one sentence, for a 10 year old, what is family medicine or its value, what would you say?



St. Michael's
Inspired Care.
Inspiring Science.

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

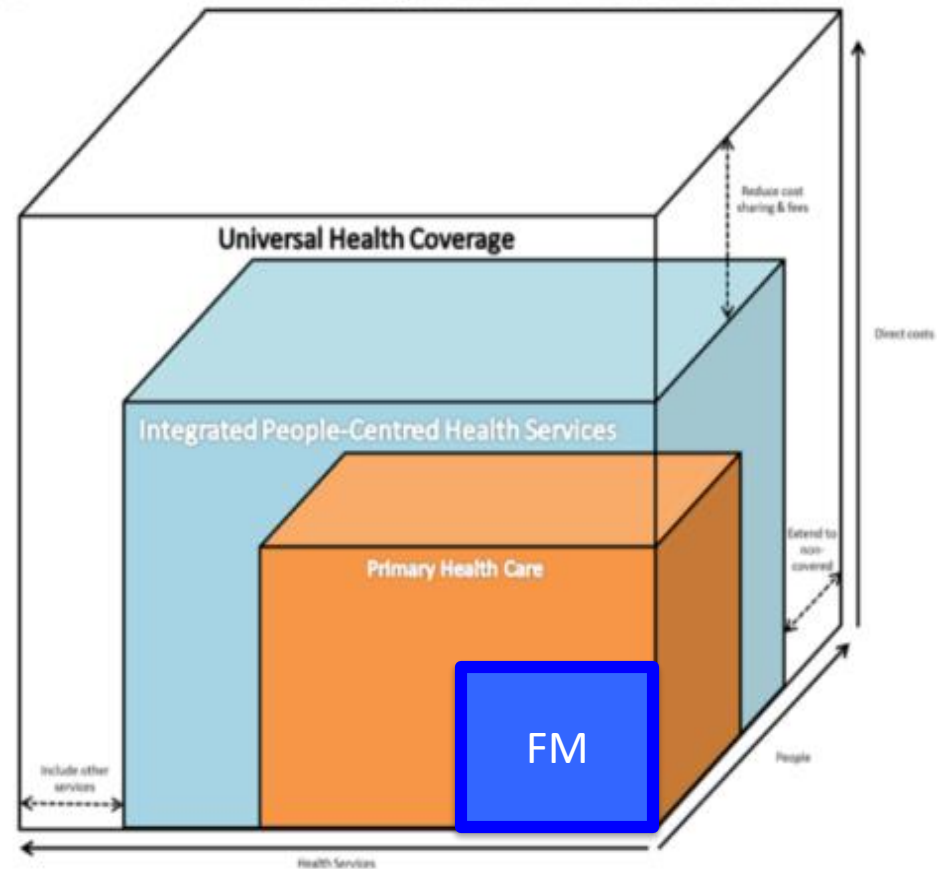
THE GLOBAL GOALS

For Sustainable Development



Family Medicine to a child should be seen as '
Medicine that keeps all the members of your Family well' (A. Madaki)

Why Now?



SDG3



Family Physician



Primary Health Care

Universal Health Coverage

(Asaf Bitton)

From Cindy Haq to John Parks



Where There Is No Family Doctor: The Development of Family Practice around the World

Cynthia Haq, MD, William Ventres, MD, MA, Vincent Hunt, MD, Dennis Mull, MD, MPH, Robert Thompson, MD, Marc Rivo, MD, MPH, and Philip Johnson, MD

Academic medicine May 1995

56 to 132

Advancing global family medicine. Why?

The world needs us.
The world needs us now.

Why partnerships?

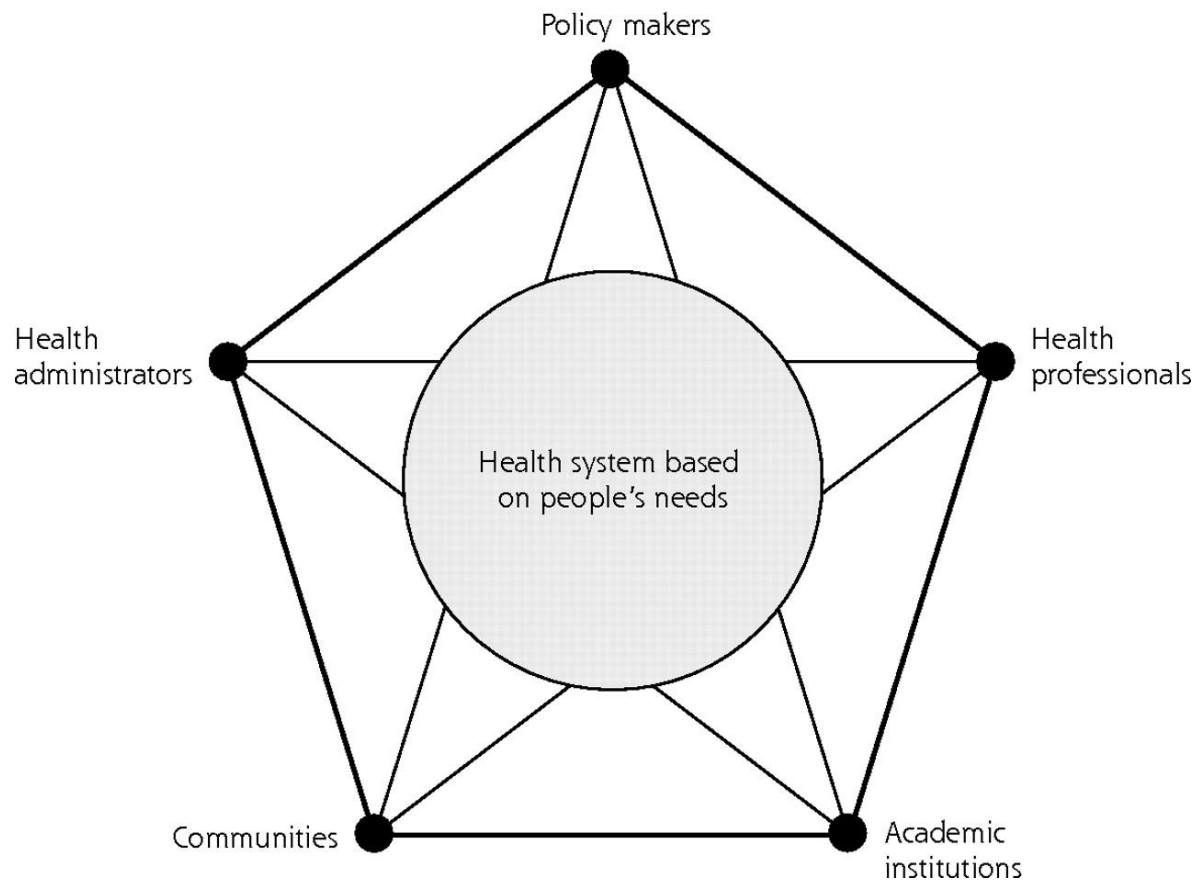
- Central to family medicine
- Essential to achieving collective goals





Social Accountability Framework

Partnership Pentagram



Towards Unity for Health- A WHO Working Paper, 2000

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



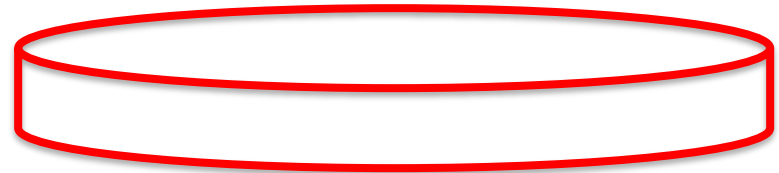
(Rouleau et al. Submitted for publication)

Partnerships

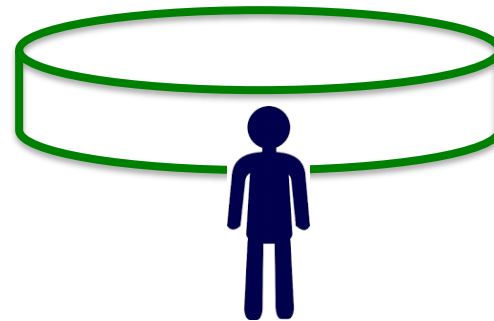
Global Level



National

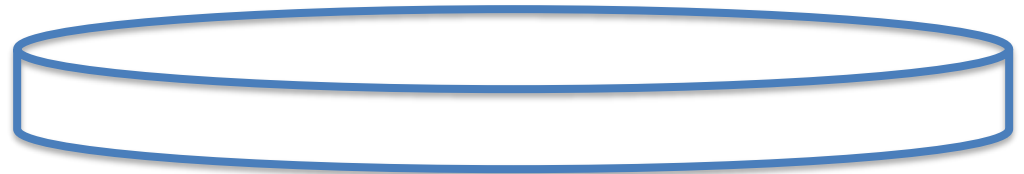


Local



Partnerships

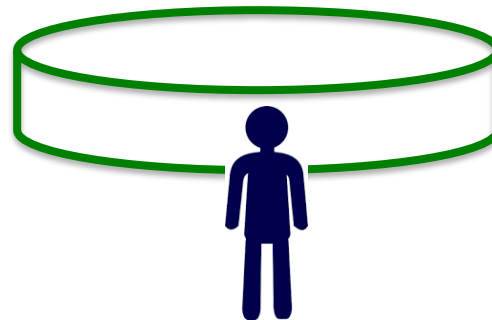
International



Regional



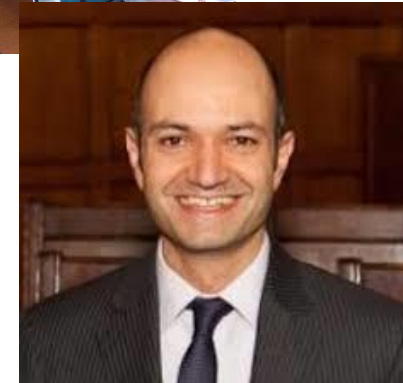
Institutional



Partnerships to grow

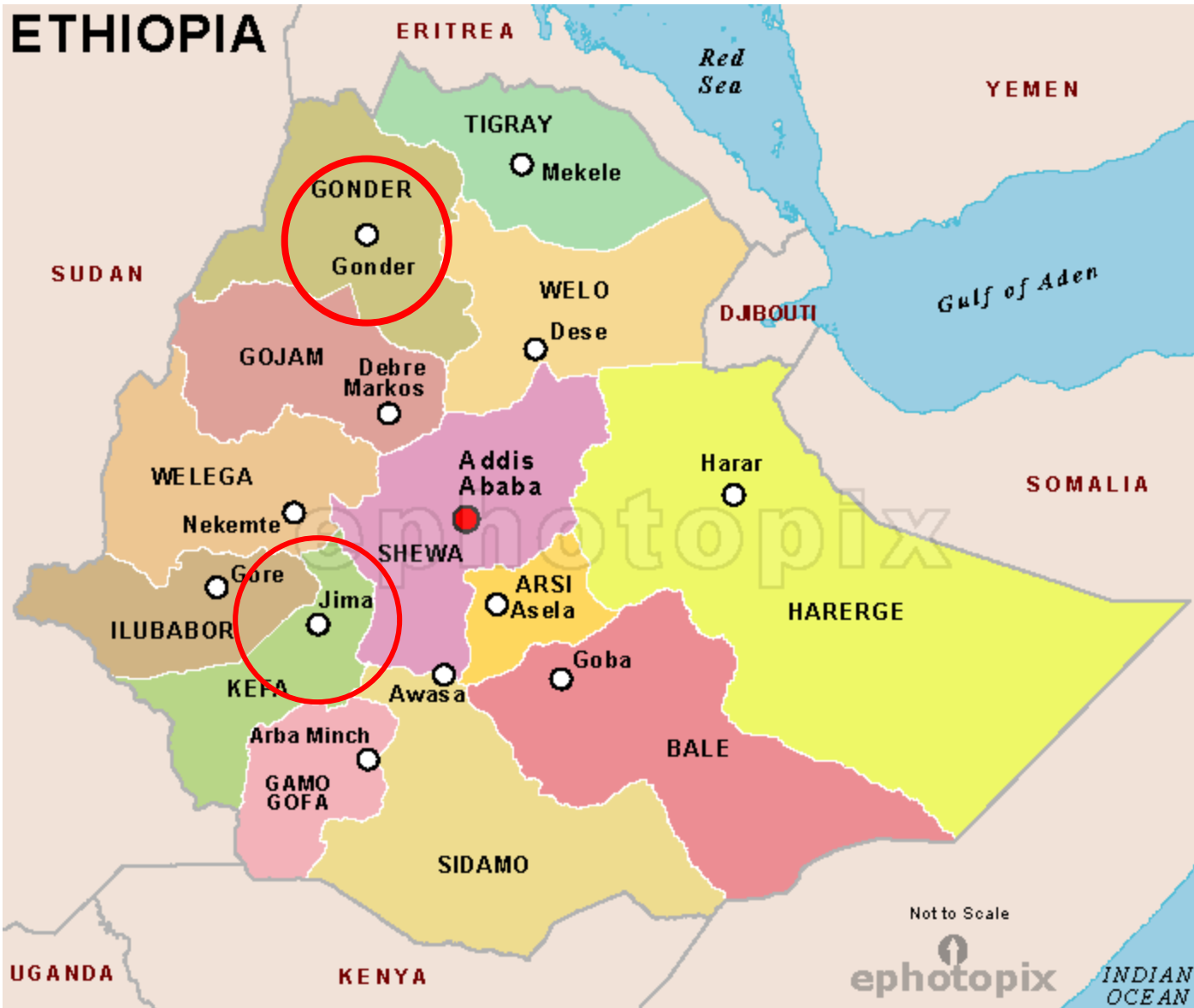


Addis Ababa University & The University of Toronto



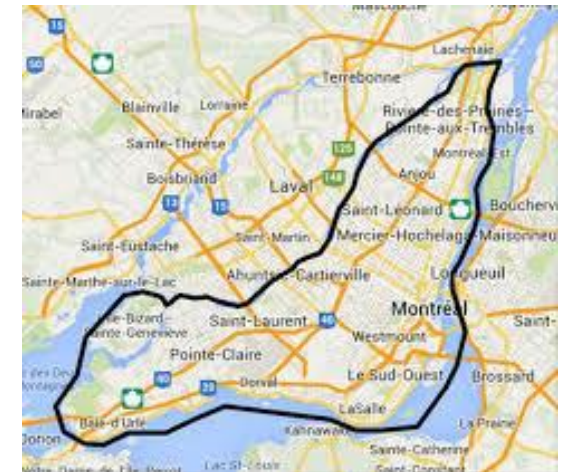
Addis Ababa University- Family Medicine





Partnerships to bridge and galvanize







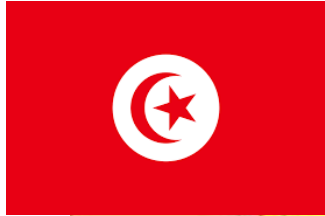
Partnerships to multiply



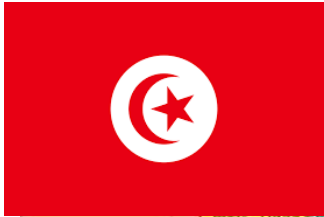
Sadok Besrour



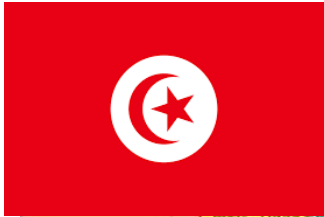
Sadok Besrou



Sadok Besrou

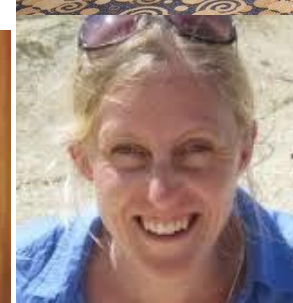


Sadok Besrou



THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA







The Besroul Centre is a hub of collaboration
to advance global family medicine
as a privileged pathway to health equity





The Besrour Centre- CFPC

Australia

China

Haiti

Kenya

Mali

St. of Palestine

Trinidad and Tobago

USA

The Kingdom of Saudi Arabia

Brazil

Ethiopia

Indonesia

Laos

Nepal

Scotland

Tunisia

Uruguay

Chile

Guyana

Jamaica

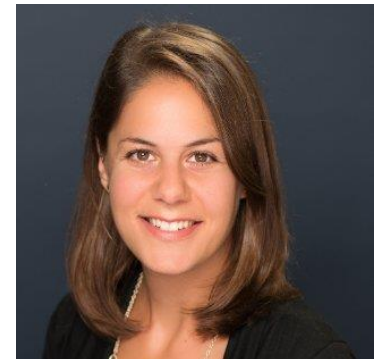
Malawi

Rwanda

Tanzania

Uganda

Canada



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?)

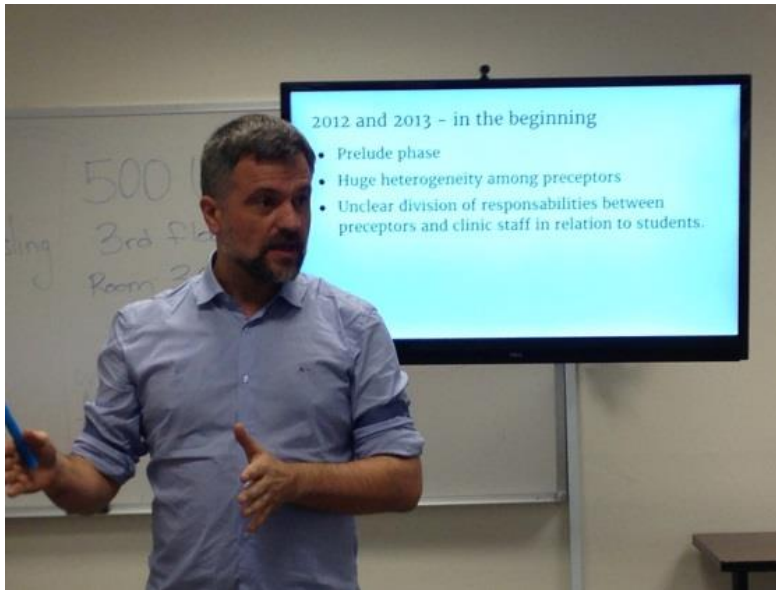
Barbara Starfield

- 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
Besroun Papers: a series on the state of family medicine in the
world.

Christine Gibson MD FCFP MMedEd DTM&H Neil Arya MD CCFP FCFP DLitt David
Ponka MD CM CCFP(EM) FCFP MSc Katherine Rouleau MD CM CCFP MHSc Robert
Woollard MD CCFP FCFP

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Expert- Quality

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



Evidence

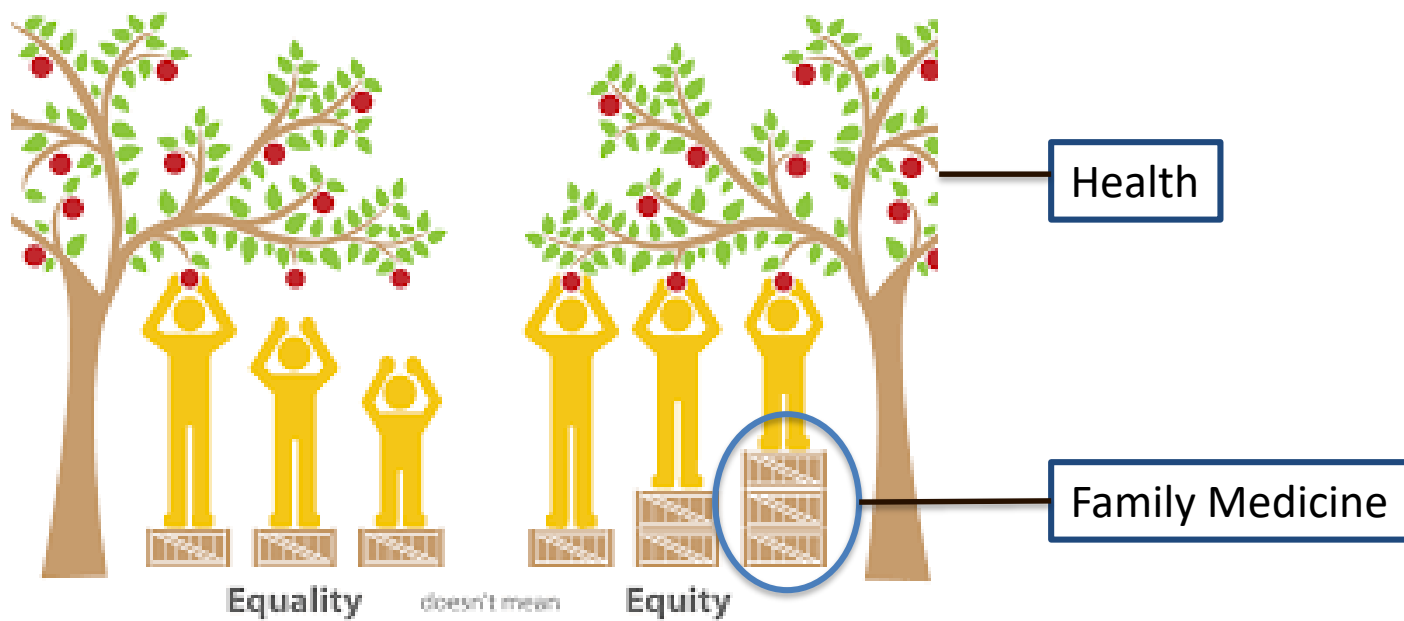
*We need to be good at being excellent...
And we need to be excellent at showing it.*

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

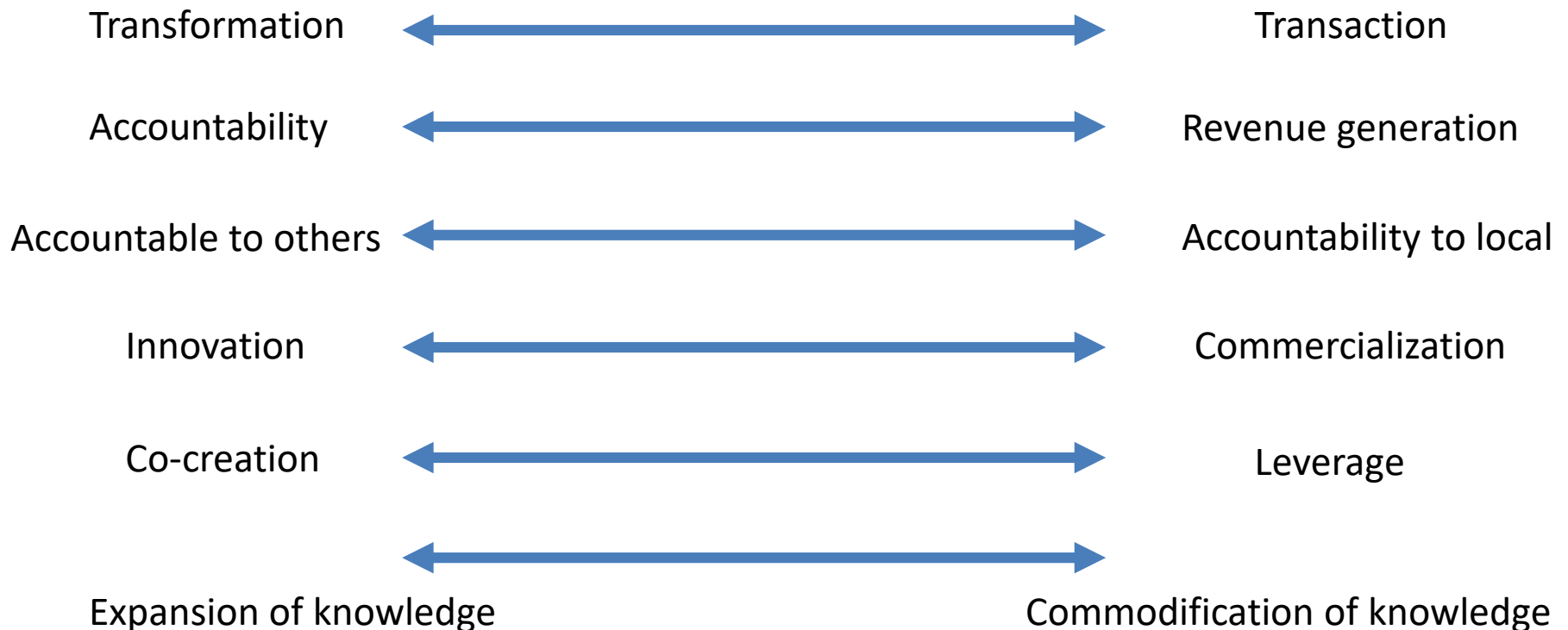
Family medicine meets at the connection between patient and person, between family and community, between primary care and public health, and between integrated and personalized care. (C. Gibson)

Equity

- Equity as quality
- Equity for health
- Equity through Accountability



Discourse “Drift”





WORLD SUMMIT ON SOCIAL ACCOUNTABILITY

in conjunction with the Annual Meeting of The Network: Towards Unity for Health (TUFH)
Improving the Impact of Educational Institutions on People's Health

8-12 April 2017 | Hammamet, Tunisia



The Network: Towards Unity
for Health (TUFH)

presented by
University of Tunis El Manar
Faculty of Medicine of Tunis

Global Consensus on
Social Accountability



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

COMPETENCIES

Facilitate the development of competencies that socially accountable health professionals should possess.

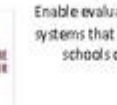
ACCREDITATION

Enable evaluation and accreditation systems that measure the impact of schools on people's health.

LEADERSHIP

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

Confirmed Conference Partners



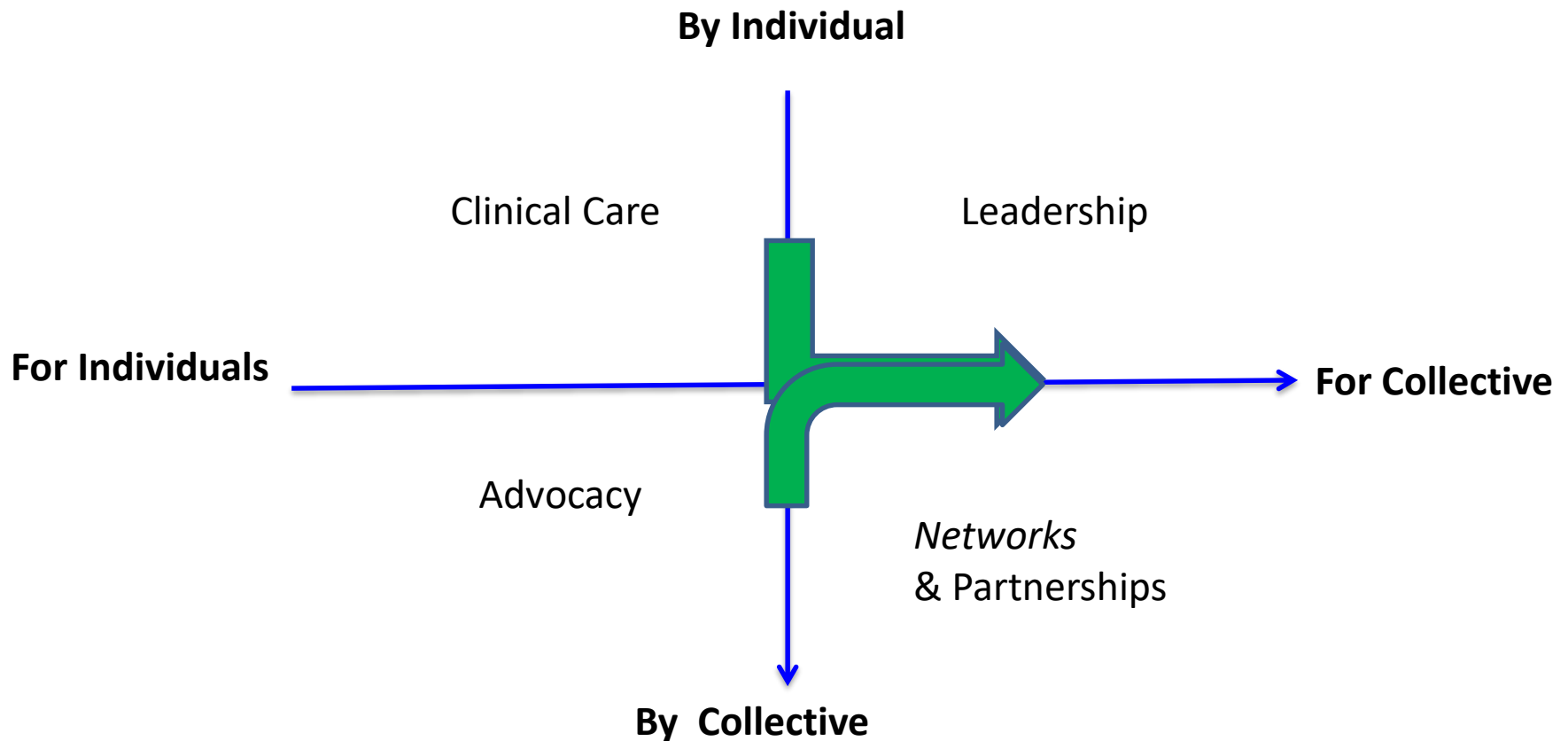
CONFERENCE WEBSITE AND ABSTRACT
SUBMISSION LAUNCH COMING SOON!

Engagement

- Include champions
- Include other disciplines
- Include patients



Engagement: From the Individual to the Collective



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



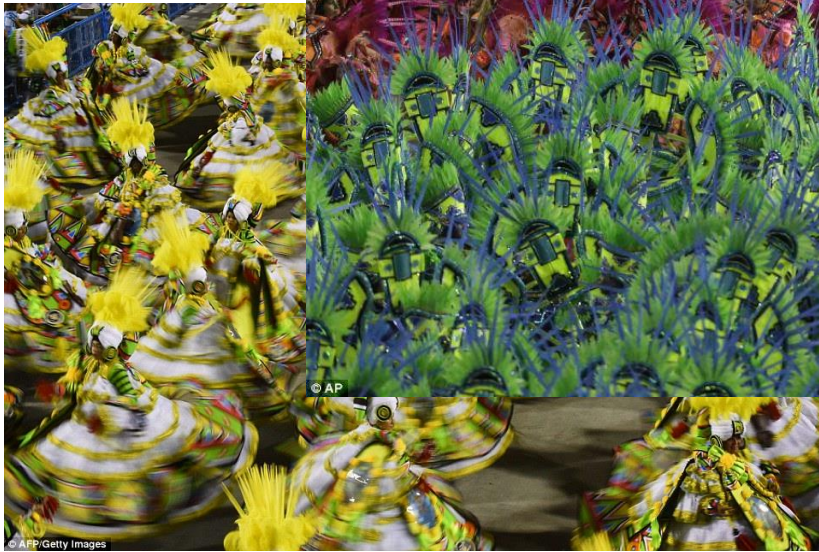
Samba?

- 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.

