

GOVERNANCE AND PARTNERSHIPS

2.1 EXTERNAL RELATIONS AND PARTNERSHIPS (ECO)

Building and strengthening partnerships for health within the United Nations and Inter-American systems in the Region, with other multilateral, bilateral, and private organizations and funds, and with NGOs and other key stakeholders for attaining public health goals agreed to by the Member States.

ISSUES AND CHALLENGES

- > Health is a priority goal in its own right as well as a central input into economic development and poverty reduction. In the last few years, health issues have taken center stage in the political development agenda, and this greater visibility has led to the establishment of special funds and initiatives designed to address the world's health problems (UNAIDS, GA VI, GFATM).
- > Summits of the Americas and the Ibero-American Summits present an important opportunity to highlight the health agenda in the Region and to heighten PAHO's profile through its participation.
- > Mandates issued by leaders at regional and international fora clearly have moved the health agenda forward, facilitated the work among countries, and shaped the activities of institutions such as PAHO.
- > PAHO needs to participate meaningfully in the interagency coordination for advancing the health-related Millennium Development Goals (MDGs) in relation to reduction of child mortality, maternal mortality ratios, and halting or reversing the spread of HIV/AIDS, malaria, and other diseases.
- > Need to increase resource mobilization for special groups and key countries in order to reduce inequities among and between countries and people.
- > Cooperating with evolving approaches of the international community to address social and economic development issues at the country level.

AREA OF WORK GOAL/AREA OF WORK OBJECTIVE(S)

AREA OF WORK GOAL

Health development issues and the regional and national health priorities are included in the global, hemispheric, and sub regional political agendas, and accordingly adequate resources mobilized nationally and internationally for the improvement of the health conditions in the Americas.

AREA OF WORK OBJECTIVE(S)

Partners sensitized to regional health priorities and the Organization's presence and influence in the international community strengthened.

STRATEGIC APPROACH

- > Positioning the Organization in international health issues.
- > Anticipating international environment changes and suggesting organizational response.
- > Strengthening PAHO alliances and partnerships with other international organizations.
- > Promoting regional priorities and PAHO policies with the international community, making every effort to sustain current levels of support and, identifying other potential partners in this endeavor.
- > Providing information and communication for internal and external clients using Intranet and Internet.

EXPECTED RESULTS

INDICATORS

1. Relevant global and hemispheric processes, political agendas, and activities of sister organizations, have been influenced.

- Health included in agendas of Summits and participation of key health personnel from more countries in related subregional and regional meetings.
- Papers/ reports on external environment in relation to partnerships and resource mobilization updated and disseminated internally and to countries once a year.

2. UN reform process and policy changes monitored.

- UN Reform policies analyzed and PAHO managers informed at least twice a year.
- PAHO experience with UN reform at country level monitored.

3. Increased coordination with WHO, that facilitates better awareness of PAHO's special characteristics.

- Participation in all scheduled WHO regional joint meetings and in meetings of interested parties.,
- Promotional events with different audiences organized.

4. Articulation with foundations, the public, and CSO strengthened.

- Official relations with requesting NGOs or CSOs working in health established in the biennium.
- Policy, operational, and administrative processes with NGOs revised and monitoring of relations increased.

5. Alliances and partnerships with sister agencies, other international organizations, foundations, and private sector nurtured.

- Joint declarations and plans are approved and executed.
- Events to promote health and support international development efforts are planned and celebrated jointly during the biennium.

<p>6. Shared Agenda Initiative expanded.</p>	<ul style="list-style-type: none"> • New areas of work, new partners included in the initiative, by the end of biennium. • One joint seminar on a relevant health issue in the biennium. • Shared Agenda process reflected at country level in at least three countries.
<p>7. Efforts to support advancement towards the MDGs coordinated.</p>	<ul style="list-style-type: none"> • PAHO participates in the interagency coordination to develop strategies and initiatives for the achievement of the health-related Millennium Development Goals.
<p>8. Resource Mobilization Strategy monitored.</p>	<ul style="list-style-type: none"> • Effectiveness of approaches to donors continually assessed in light of changing donor environment and to capitalize on new opportunities with nontraditional donors and HQ and countries informed regularly.

RESOURCES (US\$)

		Regular budget	Other sources	All funds
Total 2002-2003		1,667,100	884,400	2,551,500
Total 2004-2005		1,668,100	627,200	2,295,300
Percentage of estimated expenditure	Country	-	-	-
	Intercountry	100%	100%	100%
	Regional	-	-	-

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2.2 GOVERNING BODIES (GOB)

Supporting the operations of Governing Bodies.

ISSUES AND CHALLENGES

- > The policy making function by PAHO's Governing Bodies must reflect challenges and opportunities for regional health development within the framework of WHO mandates.
- > Documents submitted to PAHO Governing Bodies must contribute to the definition of a coherent set of mutually supportive corporate policies.
- > Logistical and operational support is required for the effective performance of PAHO's Governing Bodies.

AREA OF WORK GOAL/AREA OF WORK OBJECTIVE(S)

AREA OF WORK GOAL

PAHO's Governing Bodies operation is effective and efficient

AREA OF WORK OBJECTIVE(S)

Technical and logistical support is effectively provided to PAHO's Governing Bodies.

STRATEGIC APPROACH

- > Analyzing the issues considered and decisions taken by PAHO's Governing Bodies.
- > Maintaining and disseminating the database of GB documents, resolutions.
- > Coordinating the preparation of policy documents for submission to the GB.
- > Planning, organizing, implementing, and assessing the specific sessions of the GB.
- > Assisting GB elected officers in the performance of their functions.

EXPECTED RESULTS

1. Improved policy content and relevance of documents for the Governing Bodies.

2. Logistical support effectively provided to meetings of the Governing Bodies.

INDICATORS

• % of documents completed on time according to Rules of Procedure of the Government Bodies.

- On-time implementation of support services to the Governing Bodies meetings.
- Recommendations of evaluation made of each GB session in collaboration with participant

3. Database of GB document, resolutions updated, and disseminated.
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delegations incorporated into planning for subsequent meetings.
<ul style="list-style-type: none"> • Quarterly updating of GB webpage. • Ongoing updating of GB databases.

RESOURCES (EUA\$)

		Regular budget	Other sources	All funds
Total 2002-2003		2,465,300	122,000	2,587,300
Total 2004-2005		2,465,300	122,000	2,587,300
Percentage of estimated expenditure	Country	-	-	-
	Intercountry	-	-	-
	Regional	100%	100%	100%

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2.3 PUBLIC INFORMATION (INF)

Sharing key institutional and public information with stakeholders and the public at large to promote awareness and support for health.

ISSUES AND CHALLENGES

- > PAHO must remain proactive, transparent, and quick to compete in the glutted information marketplace to ensure its message stands out, especially on the Internet.
- > Technical advisers need to be made aware of the value added by having communications strategies included in all programs and projects, as called for in the Strategic Plan.
- > A significant challenge is to use cutting edge technology and retain experienced staff within a competitive market, while trying to curtail costs.

AREA OF WORK GOAL/AREA OF WORK OBJECTIVE(S)

AREA OF WORK GOAL

The work of the Organization is promoted to a wider range of publics, bringing greater recognition to the Regions' public health policies and the Organization's policies, priorities and goals.

AREA OF WORK OBJECTIVE(S)

Communication strategies will be incorporated into technical cooperation programs and projects to enhance effectiveness and sustainability of technical cooperation.

STRATEGIC APPROACH

- > All health messages and materials will invoke sensitivity to the need for equity and protection of the most vulnerable groups.
- > Produce high quality materials and disseminate them in different forms to different audiences.
- > Promote the integration of communication strategies in all phases of technical cooperation.
- > Promote organizational branding, in all materials including audio and visual products.

EXPECTED RESULTS**INDICATORS**

1. A wide range of products support technical cooperation and target more audiences.	<ul style="list-style-type: none"> • Campaigns designed and executed to promote annual program of international days and selected technical areas as requested. • Video public service announcements produced with more partners and sent to at least 20 more stations than in the previous biennium. • Distribution of the radio program “Salud Siempre” will be increased by 10%. • Perspective magazine and PAHO Today Newsletter reach 10% more readers respectively, than in last biennium. • The number of news releases and fact sheets produced increased by 10% and disseminated to 15% more journalists.
2. Increased outreach to promote the Organization and enhance partnerships.	<ul style="list-style-type: none"> • The number and type of partnership with civil society increased and each year the speakers bureau reached more organizations/publics.
3. Capacity for formulating and utilizing communication strategies increased.	<ul style="list-style-type: none"> • At least 60% of all extrabudgetary technical cooperation projects approved have communication components. • Staff at all levels trained to develop communication strategies and to partner with media.

RESOURCES (US\$)

		Regular budget	Other sources	All funds
Total 2002-2003		2,689,700	429,500	3,119,200
Total 2004-2005		2,786,600	429,500	3,216,100
Percentage of estimated expenditure	Country	-	-	-
	Intercountry	100%	100%	100%
	Regional	-	-	-

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2.4 RETIREES' HEALTH INSURANCE (RHI)

The Pan American Health Organization's share of the health insurance contribution ("Premium") for PAHO/WHO staff that retire in the Region of the Americas.

ISSUES AND CHALLENGES

- > The cost to the Organization for retirees' health insurance is mandated by the United Nations system, and represents a real fixed cost to PAHO.
- > The escalating cost of health care world-wide contributes to the increasing cost of RHI and detracts from PAHO's already scarce financial resources needed for program activities.
- > The number of staff from other regions retiring in the Americas continues to be greater than the staff from AMRO who retire abroad. This net influx of retirees into the region of the Americas adds to PAHO's RHI costs. The cost of WHO staff retiring from other Regions to the Americas in 2003 is \$525,000, or over \$1 million per biennium and represents approximately one-fifth of the total budget for RHI.

RESOURCES (US\$)

		Regular budget	Other sources	All funds
Total 2002-2003		4,700,000	-	4,700,000
Total 2004-2005		6,000,000	-	6,000,000
Percentage of estimated expenditure	Country	43%	-	43%
	Intercountry	43%	-	43%
	Regional	14%	-	14%