



**ASSOCIATION EUROPÉENNE DES MÉDECINS DES HÔPITAUX  
EUROPEAN ASSOCIATION OF SENIOR HOSPITAL PHYSICIANS  
EUROPÄISCHE VEREINIGUNG DER LEITENDEN KRANKENHAUSÄRZTE  
EUROPESE VERENIGING VAN STAFARTSEN  
DEN EUROPÆISKE OVERLÆGEFORENING  
ΕΥΡΩΠΑΪΚΟΣ ΣΥΛΛΟΓΟΣ ΝΟΣΟΚΟΜΕΙΑΚΩΝ ΙΑΤΡΩΝ ΔΙΕΥΘΥΝΤΩΝ  
ASSOCIAZIONE EUROPEA DEI MEDICI OSPEDALIERI  
DEN EUROPEISKE OVERLEGEFORENING  
ASSOCIAÇÃO EUROPEIA DOS MÉDICOS HOSPITALARES  
ASOCIACIÓN EUROPEA DE MÉDICOS DE HOSPITALES  
EUROPEISKA ÖVERLÄKARFÖRENINGEN  
EVROPSKO ZDRŽENJE BOLNIŠNIČNIH ZDRAVNIKOV  
EUROPSKA ASOCIACIA NEMOCNICNÝCH LEKAROV  
EUROPSKA UDRUGA BOLNIČKIHI LIJEČNIKA  
ΕΒΡΟΠΕΪΣΚΑ ΑΣΟCΙΑCΙΑ ΝΑ ΣΤΑΡΣΗΤΕ ΒΟΛΝΗCΗΝΗ ΛΕΚΑΡΗ**

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At the recent meeting of the CPME Board in Prague, the following was agreed:

*Healthcare Information for All by 2015 (HIFA2015)*

*The CPME recognises that the availability of relevant, reliable health information contributes to prevent death and suffering and to increase the efficiency of health systems.*

*The CPME supports efforts to improve the availability of healthcare information for professionally-isolated healthcare providers in Europe.*

*Therefore, the CPME supports HIFA2015 and calls upon other European medical and health professional organisations and scientific societies to do the same and to actively contribute to the international dialogue*

The BMA is working closely with HIFA2015 and we would like to send our grateful thanks to the CPME for this strong support.

**The endorsement of the European medical organisations** will provide a tremendous boost to the campaign and help us to achieve our goal: by 2015, every person worldwide will have access to an informed healthcare provider.

However, I would now like to make a **personal call on all of you as individual doctors**. Your own involvement with the campaign is of vital importance. I realise that you are all extremely busy but the HIFA2015 e-mail community would derive major benefit from your insight and expertise. **Please join the HIFA2015 community by sending your name, email, organisation and a brief description of your professional interests to [hifa2015-admin@dgroups.org](mailto:hifa2015-admin@dgroups.org)**

Together we can achieve a future where people are no longer dying for a lack of healthcare knowledge.

For more information about HIFA2015, visit our webpage: [www.hifa2015.org](http://www.hifa2015.org)

Thank you for your support.

Best wishes

Martin

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*A global campaign:*  
**Healthcare Information For All  
by 2015**



## **People are dying for lack of knowledge**

Tens of thousands of people die every day, often for the simple reason that the parent, carer or health worker lacks the information and knowledge they need to save them.

## **The HIFA2015 Goal**

**By 2015, every person worldwide will have access to an informed healthcare provider**

### **Who are we?**

HIFA2015 is a campaign and knowledge network with more than 2200 members from 142 countries worldwide. Members include health workers, publishers, librarians, information technologists, researchers, social scientists, journalists, policy-makers and others - all working together towards the HIFA2015 goal. [Join us!](#)

[More than 50 leading health and development organisations](#) have officially expressed their support for HIFA2015. [Apply here to become a HIFA2015 Supporting Organisation](#)

### **What do we do?**

Members interact by two email discussion forums: [HIFA2015](#) and [CHILD2015](#). Together we are building the [HIFA2015 Knowledge Base](#), a picture of information needs and how to meet them. Membership is free and open to all.

[Join the HIFA2015 email forum today!](#)

[Join HIFA2015 today](#)

“I support the HIFA2015 Campaign and urge others to do the same.”

*Dr Tikki Pang, Director of Research Policy and Cooperation, World Health Organization - [Letter of Support](#)*



## About HIFA2015

The HIFA2015 campaign was launched in Mombasa, Kenya in October 2006, at the 10th Congress of the Association for Health Information and Libraries in Africa. Our shared goal is: **By 2015, every person worldwide will have access to an informed healthcare provider.** People will no longer be dying for lack of knowledge.

## Why is HIFA2015 needed?

“Bridging the know-do gap is the foremost challenge and opportunity for public health in the 21st century”

Ariel Pablos-Mendez, Managing Director, Rockefeller Foundation. Global Forum Update on Research for Health 2007

There is an urgent need to improve the availability and use of healthcare information in developing countries. In 2004 the World Health Organization commissioned a review of the issues, and a short version of this was published in *The Lancet* by Fiona Godlee *et al*, under the title ‘[Can we achieve health information for all by 2015?](#)’. The authors called for WHO and others to champion the goal of Healthcare Information for All by 2015. The HIFA2015 campaign is a direct response to that challenge.

## How do we achieve our goal?

The HIFA2015 campaign promotes an enabling environment for providers and users of healthcare information. The HIFA2015 campaign aims to facilitate communication, understanding and advocacy among all stakeholders - it does not itself act as a provider of healthcare information.

## **Communication**

### **Promoting international, regional and national cooperation.**

HIFA2015 members represent all those involved in the creation, exchange and use of information: health professionals, producers of reference and learning materials, librarians, technologists, researchers, policymakers, and the general public. Members interact via two email discussions forums: [HIFA2015](#) and [CHILD2015](#)

## **Understanding**

### **Building a picture of information needs and how to meet them**

HIFA2015 members are developing the [HIFA2015 Knowledge Base](#): a web-based resource specifically about information needs and different methods of meeting them.

## **Advocacy**

### **Seeking and promoting sustainable solutions**

HIFA2015 members are identifying evidence-based solutions to address the information and learning needs of healthcare providers. And we are promoting the political and financial commitment needed to support information and learning initiatives worldwide.

Throughout, HIFA2015 members are actively engaged in defining the campaign strategy, as described in the [HIFA2015 Foundation Document](#) (PDF, 353kb).

## **How do we measure our impact?**

HIFA2015 members are developing approaches around three key areas:

1. Monitoring of progress towards the goal
2. Monitoring and evaluation of the effectiveness of the campaign methodology (communication-understanding-advocacy)
3. Monitoring and evaluation of the impact on quality of health care.

For further details, see the [HIFA2015 Foundation Document](#).

## **Administration**

The [HIFA2015 Steering Group](#) is responsible for implementation, with input from HIFA2015 and CHILD2015 members and with expert assistance from the [HIFA2015 Advisory Panel](#). The campaign is administered by the [Global Healthcare Information Network](#), a non-profit organisation based in the UK.

## **HIFA2015 Supporting Organisations**

[Apply to become a HIFA2015 Supporting Organisation!](#)

The following organisations have declared their commitment to the HIFA2015 goal:

- Association of Community Pharmacists of India
- [Association for Health Information and Libraries in Africa](#)
- [Bangladesh NGOs Network for Radio and Communication](#)
- [Bioline International](#)
- [BioMed Central](#)
- [Book Aid International](#)
- [Brazilian National Institute of the Prostate](#)
- [British Medical Association](#)
- [Community Health Global Network](#)
- [COMSATS Institute of Information Technology](#)
- [Education for Health](#)
- [Eduhealthcare](#)
- [Ekgaon Technologies](#)
- [FSG Communications Ltd](#)
- [Global Education Development Institute](#)
- [Haiti Nursing Foundation](#)
- [Health Sciences Online](#)
- [HealthConnect International](#)
- [Hesperian Foundation](#)
- [INCLEN Trust \(International Clinical Epidemiology Network\)](#)
- [Institution of Engineering and Technology](#)
- [International Child Health Group](#)
- [International Council of Nurses](#)
- [International Federation of Medical Students' Associations](#)
- [International Medical Corps](#)
- Kenya Association for Prevention of Tuberculosis and Lung Diseases
- [London School of Hygiene and Tropical Medicine](#)
- [Medical Library Association](#)
- [Medknow Publications Pvt Ltd](#)
- [Medsin](#)
- [MIDIRS \(Midwives Information and Resource Service\)](#)
- [NEPAD Council](#)
- [Partnerships in Health Information](#)
- [Perinatal Education Trust](#)
- [Philosophy, Ethics, and Humanities in Medicine](#)
- [Pilgrim Projects Limited](#)
- [ProCOR](#)
- [QMed Knowledge Foundation](#)
- [Royal College of Midwives](#)
- [Royal College of Nursing](#)
- [Royal College of Obstetricians and Gynaecologists](#)
- [Southern Ethiopia Gwent Health Link](#)
- [Standing Committee of European Doctors](#)
- [Strategies for Hope Trust](#)

- Tanzania Medical Students' Association
- [Teaching-Aids at Low Cost](#)
- [Toitomboor](#)
- [Tropical Health and Education Trust](#)
- [Virtual Development](#)
- [WHO African Regional Office Library](#)
- [WikiProfessional](#)



## HIFA2015 Email Forum

**“Healthcare Information For All by 2015 is an ambitious goal but it can be achieved if all stakeholders work together.”**

Dr Tikki Pang, Director, Research Policy and Cooperation, World Health Organization, Geneva

The HIFA2015 Email Forum is the main communication tool to bring all HIFA2015 members together around our common goal. The focus is on the information and learning needs of healthcare providers in developing countries, especially where the needs are greatest: households and communities, primary health workers, and health professionals working in small district hospitals.

### Why should I join?

HIFA2015 members enjoy many benefits:

- Be part of a worldwide community dedicated to meet the information and learning needs of healthcare providers
- Find out about funding and training opportunities, useful websites, new publications
- Raise awareness about your organisation, activities, services
- Share your experience and learn from others
- Make new contacts
- Collaborate to achieve common goals.

The HIFA2015 email archive is freely available at: [www.dgroups.org/groups/hifa2015/](http://www.dgroups.org/groups/hifa2015/)

Summaries of HIFA2015 discussions are available [here](#).

Every member of the HIFA2015 email forum has a signature profile, which is added to the end of each message they send to the group. In addition, many have given specific permission for their profile to be included in the [HIFA2015 Members Directory](#) (PDF, 365kb) to facilitate one-to-one networking between members.

HIFA2015 is facilitated by a unique process called [Reader-Focused Moderation](#). This ensures maximum value for all members. Over 90% of members who have ever joined HIFA2015 continue to be members today.

## How do I join?

HIFA2015 is open to anyone with an interest in improving healthcare and membership is free. To join, please [fill in the the membership form](#) with your name, organisation, and brief description of professional interests.

“HIFA2015 is needed as a global forum which provides space for professionals from all parts of the world to exchange views and share knowledge.”

Dr Najeeb Al-Shorbaji, Head of Knowledge Management and Sharing, WHO Eastern Mediterranean Regional Office, Egypt

