

PRIMARY IMPACT



Primary Impact is USAID’s effort to accelerate progress in health and survival globally through primary health care (PHC). PHC is a comprehensive approach to health that combines multisectoral policy and action, community empowerment, and integrated health services. It is a whole-person-centered approach where proactive care—health promotion, disease prevention, diagnosis, treatment—is delivered equitably by multidisciplinary teams as close as possible to people’s everyday environments, reducing morbidity and mortality across the lifespan.



When we strengthen primary health care, we make virtually all of our programs to fight individual diseases more successful – since primary health care workers are the ones who carry out our campaigns against everything from HIV to malaria to TB.”

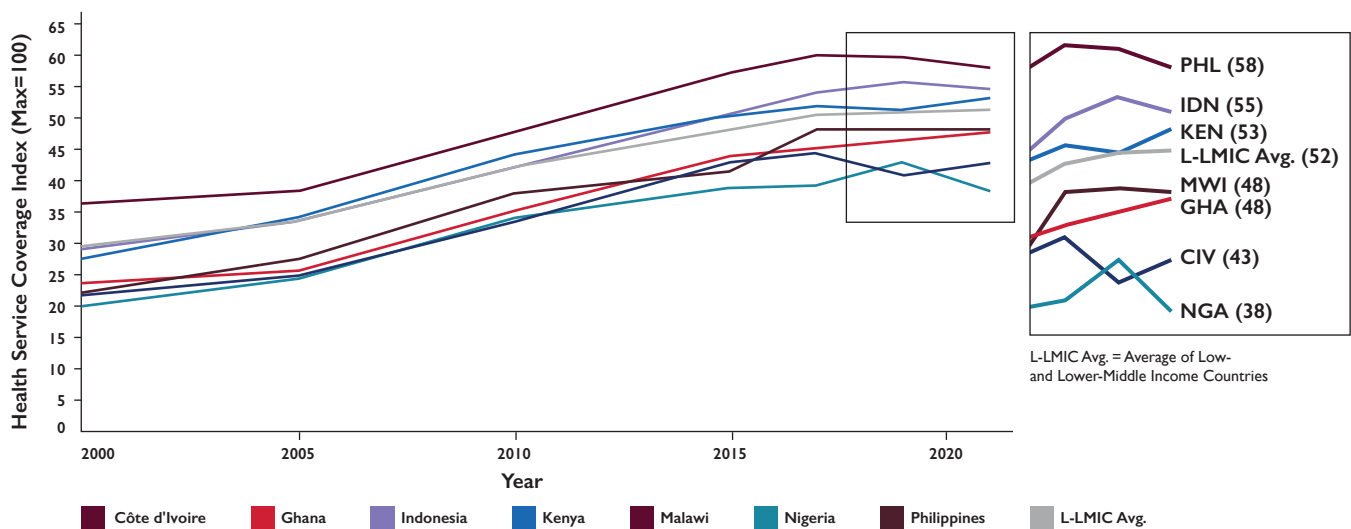
– USAID Administrator Samantha Power

USAID is committed to reducing inequities in life expectancy by increasing access to essential health services and bolstering national security against health threats. The linchpin of success, demonstrated around the world, is an effective PHC workforce that extends into communities and is appropriately resourced and supported.

Support for PHC, however, is often low priority around the world. And the COVID-19 pandemic has induced a further “double shock” for health systems: populations experienced backsliding from previous gains in health outcomes, economies contracted, and incomes declined. At the start of 2023, 84 percent of countries still reported disruptions in basic, routine services.¹

As committed in the [2023 G7](#), USAID sees strengthening PHC as key to restoring essential health services, building health system resiliency, and getting global survival rates to better than pre-pandemic levels by 2025—especially for children under five and women under 50. About 90 percent of the essential services needed throughout a person’s life can be delivered through PHC, and PHC encompasses the majority of services supported through USAID health programs. PHC is also a cornerstone to achieving universal health coverage (UHC) and Sustainable Development Goal (SDG) 3, good health and well-being, and pandemic preparedness. Collective PHC progress is measured through the WHO health service coverage index.²

Health Service Coverage Trends across Primary Impact Focus Countries



¹ Fourth round of the global pulse survey on continuity of essential health services during the COVID-19 pandemic: November 2022–January 2023, https://www.who.int/publications/i/item/WHO-2019-nCoV-EHS_continuity-survey-2023.1

² The Health Service Coverage Index (HSC) is a composite of 14 tracer indicators, monitored as SDG 3.8.1. HSC has generally improved in low- and middle-income countries since 2000, including in the initial Primary Impact focus countries. Progress has slowed in recent years with COVID-19 impacting HSC in several countries.

Through **Primary Impact**, USAID is working to accelerate essential health service provision by leveraging and coordinating global health programs around country-led plans for strengthening PHC, starting with seven focus countries across Africa and Asia: **Côte d'Ivoire, Ghana, Indonesia, Kenya, Malawi, Nigeria, and the Philippines**. USAID is working with government counterparts and local partners—including civil society organizations and their networks—to support implementation of Mission-led Action Plans that integrate investments in key intervention areas and sub-geographies that address country priorities for PHC. The Action Plans outline a two-year strategic vision that leverages USAID's comprehensive health program footprint and advances coordination with donors, such as the World Bank's Global Finance Facility and the Community Health Delivery Partnership. This work demonstrates USAID's commitment to PHC and calls for country and regional partners to align to 'one team, one plan, one budget.'

Primary Impact's interventions focus on **five priority technical domains** that support and strengthen PHC processes at the subnational and facility level:

- Advance service delivery models for integrated and coordinated people-centered care.
- Foster community engagement to inform the health system and provide feedback from priority setting through service delivery.
- Optimize sub-national and facility management of the health workforce, financing, and quality.
- Improve integration and interoperability of supply chain and information systems.
- Ensure resilient health systems can maintain essential PHC service provision during health and climate emergencies.

Across focus countries, USAID is applying the **Measurement for Action (M4A) Framework**, which is designed to support a learning model for USAID's PHC work. The M4A Framework supports measurement of PHC at the subnational level in collaboration with Ministries of Health (MOH) and other stakeholders. The measurement approach builds on existing PHC frameworks and MOH monitoring efforts, incorporating available data and supporting additional data collection where needed.

Strengthening and investing in the PHC workforce is at the foundation of Primary Impact's efforts in alignment with the Biden Administration's [Global Health Worker Initiative](#). Primary Impact helps countries build capacity to effectively manage and finance health worker production and employment, including community health workers who build community health, promote mental health, and are the backbone to pandemic preparedness.

A key component of Primary Impact is to **advance global learning for PHC** by facilitating learning exchanges with USAID Mission teams in focus countries and aligned countries to advance collective PHC impact. These exchanges enable sharing of best practices for engagement with country governments, donors, local partners, and civil society to bolster sustainable PHC investments and improve outcomes while gathering global evidence and building institutional knowledge.

Additional PHC focus and aligned countries will be added to Primary Impact based on the potential to integrate USAID funding streams at the country level behind one government plan and the opportunity to engage partner organizations to bridge gaps in PHC-oriented health systems.

PHC Focus Countries in Africa and Asia will accelerate impact

