



Health for All Now!
People's Health Movement

The People's Health Movement Strategic Plan 2020-2025: Re-energizing Health For All for a New Global Context October 2020



What is the strategic plan?

- This strategic plan lays out PHM's goals and strategies for the next five years (2020-2025)
- People's Charter for Health used as the guiding vision for health in an equitable world
- PHM will use this Strategic Plan to unite activists across the movement, from country circles, regions, networks and global programmes

Important shifts in the global context of the struggle for health over last decade

- **Threat** to comprehensive primary health care
- **Privatization** of health services
- **Shrinking welfare** the growing climate crisis
- **Worsening conflicts** and displacements
- Emergence of **anti-democratic forces** and authoritarian governments
- Growing **power of corporations**
- Global **economic crisis**, high unemployment, increased food insecurity
- Challenges resulting from the **COVID-19 pandemic**

BUT also....

- Growing and vocal people's movements around the world focused on responding to these issues and bringing a younger generation into activism

Vision

“Equity, ecologically-sustainable development and peace are at the heart of our vision of a better world – a world in which a **healthy life for all** is a reality; a world that respects, appreciates and celebrates all **life and diversity**; a world that enables the flowering of **people’s talents and abilities** to enrich each other; a world in which **people’s voices guide the decisions** that shape our lives....”

[**PHM’s Strategic Plan, 2020**](#)

Objectives

- To **promote Health for All** through an **equitable, participatory** and **intersectoral** movement and as a **Rights Issue**.
- To **advocate** for government and other health agencies to ensure **universal access to quality health care, education and social services** according to people's needs and **not their ability to pay**.
- To promote the **participation of people and people's organizations** in the formulation, implementation and evaluation of all health and social policies and programs.
- To **promote health along with equity and sustainable development** as top priorities in local, national and international policymaking.
- To encourage people to **develop their own solutions** to local health problems.
- To **hold** local authorities, national governments, international organizations and corporations **accountable**.

Goals

Advancing the Health For All Agenda Through Key Social Movement Strategies

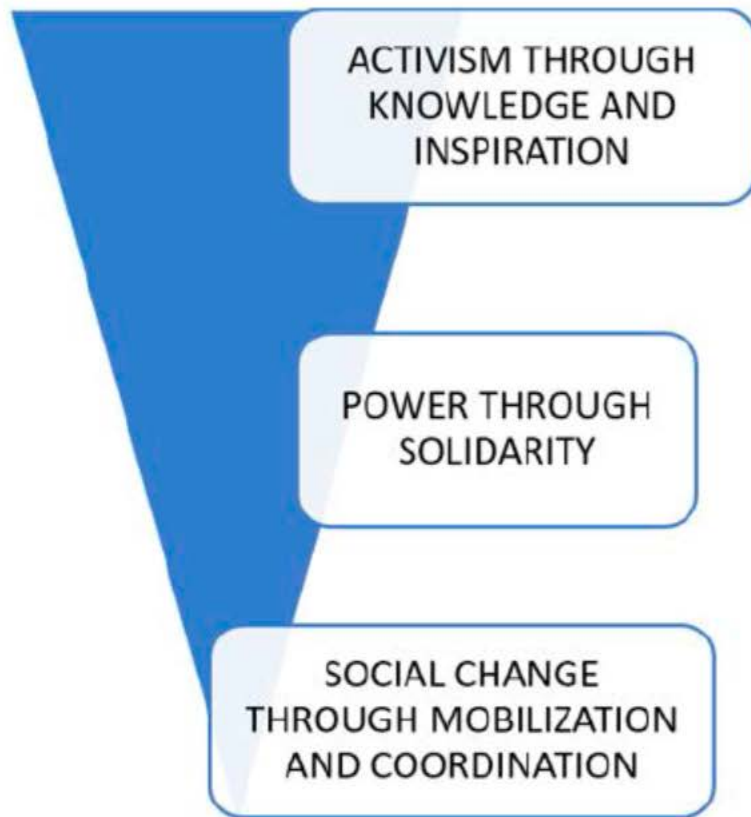
- A. Increasing Power Through Movement Building
- B. Creating Social Change Through Campaigns and Advocacy
- C. Expanding the Base of Strong Advocates Through Capacity Building
- D. Spreading PHM's Vision Through Analysis and Knowledge Dissemination
- E. Global and National Policy Change Through Global Governance for Health

Renewing the Health For All Campaign through Thematic Areas

- F. Advancing Equitable Health Systems
- G. A Just Global Trade Playing Field
- H. Ensuring Nutrition and Food Sovereignty
- I. The Imperative of Environment and Ecosystem Health
- J. A Focus on Gender Justice and Health
- K. Building Advocacy Around War and Conflict, Occupation and Forced Migration and Health (War and Migration and Health)

Advancing the Goals

Key Strategies and Priority Actions to Advance PHM's Goals

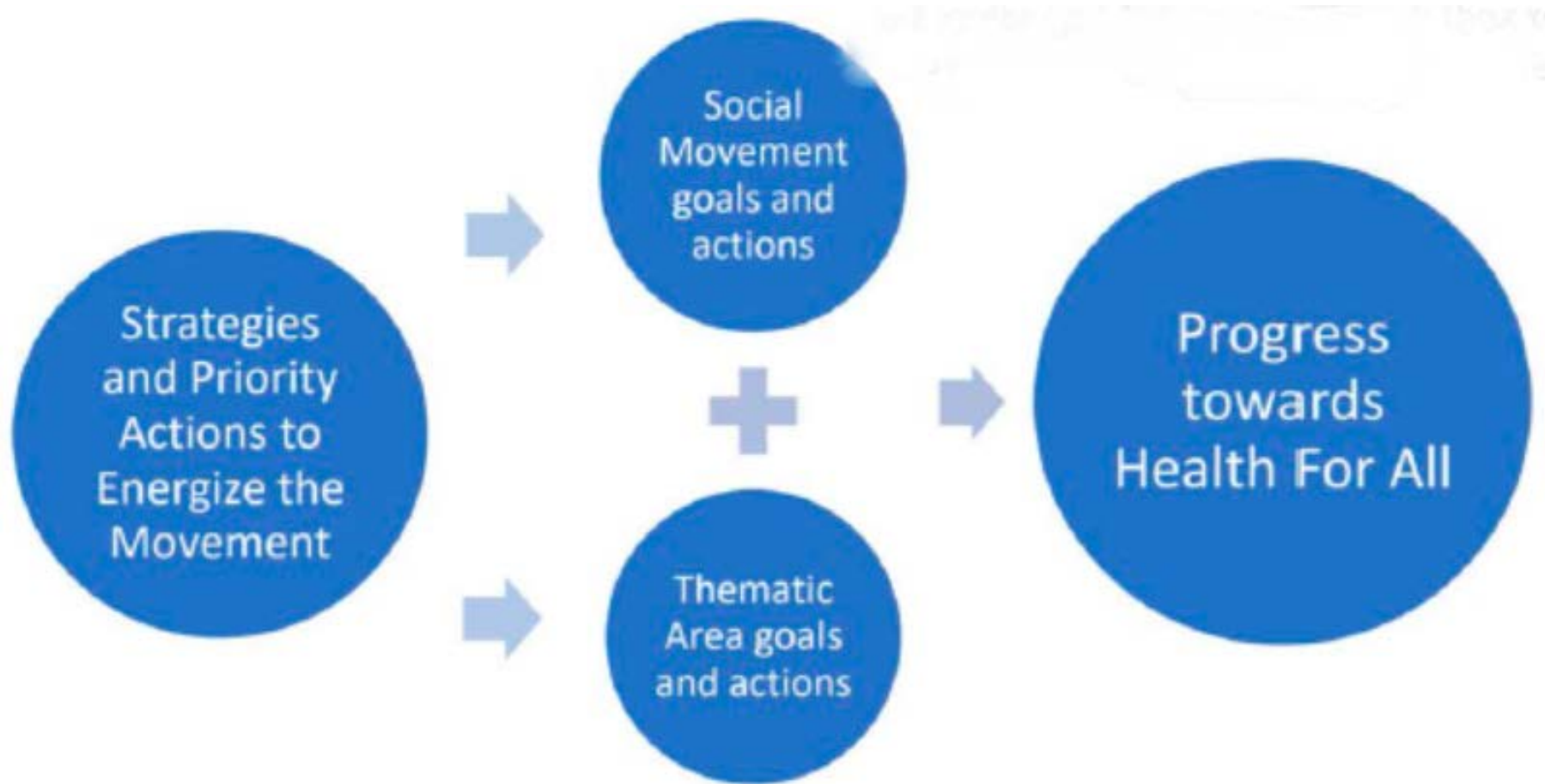


1. Nurture a new generation of activists¶
2. Re-ignite social and political consciousness for health¶
3. Demonstrate optimism as a purposeful act of resistance!¶

4. Build the movement and unite with others¶
5. Support each other through resource mobilisation¶

6. Balance responsiveness and focus¶
7. Go deeper for social change¶
8. Strengthen PHM structures, roles, and processes¶
9. Build communication and organisational systems for a 21st century movement¶

Framework for Action



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