

## Foreword

Every year 11 million children die, mostly of preventable and treatable diseases. Every year, over half a million women also die of preventable or treatable conditions related to pregnancy. Every year, millions die of malaria, tuberculosis, HIV/AIDS, and other conditions, leaving behind orphans and vulnerable children. The UN Assembly adopted the Millennium Development Goals (MDGs) to prevent these avoidable deaths and to make a difference in the lives of the more than a billion people living in poverty on this planet. To achieve the MDGs, we have to do public health in a different way; we have to design health services and programs in a way that ensures health for all now. We can prevent these deaths if everyone thinks of these big goals and works to reach at least 1% every day!

The MDGs are not just for doctors, nurses, community health workers, and other health or development professionals. They are everyone's job and everyone has to do their job. The "*Health For All NOW*" story presents a vision to help make public health public and reach the MDGs one percent – one day at a time. The characters' roles help realize everyone is part of the health system and we are all responsible for making it work. It is my hope that when you read the story, you will discover your job in health, your unique public health mission, your unique way of reaching 1% every day. I believe that public health in the hands of the public is the most powerful development tool we have to prevent millions of unnecessary deaths and improve the quality of life in developing countries. You are the main character in the global public health story!

*"Health For All NOW"* is a simple story because it is my conviction that it really is that simple. The challenge in reaching the MDGs is in keeping our work simple when developing the health system of a country so improvements can be easily scaled up. Sometimes things seem very complicated. Working in public health we need to make it our job to keep things simple, by ensuring clarity so everyone understands how the health system works. In doing this we can all reach our 1% every day.

The HFAN story comes down to one message: people choosing to make a difference every day by not giving up, by making and keeping things clear and

simple, by figuring out how to do the right thing for every patient every day. There is No Other Way!

After more than 20 years in medicine and development, I have realized that everyone can do a good job in health, even when they get frustrated and think they can't. We all just need a vision to keep going through all the challenges we face every day, and a coach to help us apply all we know and take the next step. Reaching the MDGs can seem overwhelming. The HFAN story shows you how to overcome that feeling and just focus on taking one step at a time every day -- just 1% a day. That is something everyone can do. You can too. Take the next step and do that one thing you can do today. Each step you take every day gets you closer and closer to your goal. The HFAN story will help you do your part in reaching the MDGs and in taking the first step to make them happen! Start now!

*Now is always a good time to start!*

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