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Alma Ata rebrands itself to reflect the great Almaty!

This journal was born in the same month as the historic primary healthcare conference was held in Alma Ata, Kazakhstan back in October 1978. This October, the 40th Anniversary of this meeting is being commemorated in the same place, though slightly confusingly for those wishing to link the two, the city has changed its name to Almaty. So Almaty2 is becoming the chosen name of the new Declaration. Through the influential HIFA platform (www.hifa.org), we've been busy inputting to the draft of the Declaration that global health leaders are expected to adopt at the meeting this year. We believe there should be greater emphasis on the availability of quality health information (for both health professionals and consumers). It will be interesting to see if the final draft reflects any of our thoughts, though you may be surprised to hear we are not holding our breath!

Back in 1978 the slogan was 'Health for All by the year 2000'. It was the mantra for hundreds of meetings until sometime in the early 1990s when global health indicators were remaining resolutely static (or negative) and it was quietly buried in the graveyard of international promises. In came the MDGs... and now the SDGs, onto which the slogan/concept Universal Health Care has been tagged.

In a change to our usual format, (and part of our switch to quarterly publication) we take a special look at UHC and its practical relevance on the next four pages. I am a sceptic, believing it puts too much emphasis on health insurance as the financing mechanism rather than political will of governments. With so many Africans working in the informal sector, I cannot see how 'no person shall be left behind', but my co-author, Tarry Asoka, who is much more experienced

at health implementation, can see hope from current strategies. I invite readers to let us have their thoughts on their perspectives of the practicalities of UHC implementation.

On a separate tack, one subject that has been out of the headlines in recent times is breastfeeding. Good to see WHO and UNICEF (see news story) speaking out again on its importance and the need to proactively encourage nursing mothers to put baby to breast. But it reminded me of the time in the early 1990s when we were set with an interesting dilemma. We'd always had a rule that we didn't accept advertising from alcohol, tobacco, or breast milk substitute manufacturers. But in the early era of mother-to-child transmission of HIV through breastfeeding, we were receiving renewed approaches from the milk manufacturers. We could see the argument but decided to consult contacts in WHO and UNICEF to see what their thoughts were. Our contact at WHO responded to say that on balance so long as any ads conformed to the advertising code, OK. Our contact at UNICEF responded indignantly saying if we ever took such an ad, they would never speak to us again! So there we had it. North Pole and South Pole from the two 'authorities'! We've long thought this was a good management school question. What do do? Suffice to say we chose to keep talking with UNICEF.



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I need you here...

Taking your HIV medication EVERY DAY can help you be here when I grow up. I heard there's a "Triple Pill" that can make it easier.



Take a Triple a Day. Every Day.

Ask your Doctor if there is a Triple Pill for YOU.

The 2014 Namibian Guidelines for Antiretroviral Therapy and The World Health Organization recommend Fixed-Dose Combination Therapy Consolidated Guidelines on the Use of Antiretroviral Drugs for Treating and Preventing HIV Infection, Geneva, World Health Organization, 2013, (<http://www.who.int/hiv/pub/guidelines/arv2013/en>)

