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# The Gold Star Initiative in Egypt

## A SERVICE DELIVERY AND IEC INITIATIVE IN QUALITY OF CARE

### Overview

A unique partnership between the Ministry of Health and Population (MOHP) and the Ministry of Information in support of the MOHP Quality Improvement Program (QIP). The joint project of the MOHP's Systems Development Project II and the Ministry of Information's State Information Service's (SIS) IEC Center:

- Capitalizes on the extensive FP service delivery capacity of the MOHP with the strong communication capabilities of the SIS/IEC Center.
- Applies the PRO (Promoting Professional Providers) Approach to position, publicize, promote, and reward organizations that provide quality services and to encourage all service providers to make high-quality services the norm.
- Is implemented through a multi-channel national communication campaign to create awareness of and enhance consumer perceptions of quality service delivered by MOHP providers and clinics.
- Directs clients to QIP clinics identified by a gold star—a symbol of quality to be posted on the best clinics, those that have consistently met a comprehensive checklist of 101 indicators of quality.
- Is hailed as a model of advanced quality service promotion in public sector family planning worldwide.

USAID/Cairo has played a key role in making this partnership possible, through financial and technical support to both SDP and SIS.



### Summary of DEC Activities

#### Message Strategy

- Promotes FP providers by showing the level of counseling and care that clients should expect to receive at QIP clinics.
- Promotes FP services by emphasizing standards of quality treatment and good management.
- Introduces the "Gold Star" as a recognizable symbol of MOHP/QIP quality services.

#### Mass Media

- TV and radio spots

#### Counseling Materials

- Flipcharts
- Contraceptive-method brochures
- FP posters

#### Motivational Materials

- Brochures
- Posters
- Gold Star signs

#### PR activities

- Launch conferences
- Gold Star clinic openings

#### Community Mobilization Activities

- Family Health Weeks, intensive week-long series of public activities promoting family planning in general and QIP personnel and service sites in particular, are targeted to rural audiences.
- Health Weeks which center around well-publicized launch events to commemorate placement of Gold Star at qualifying QIP unit, under the patronage of the local leaders.

وزارة الصحة

مشروع تنمية النظم الصحية



الهيئة العامة للإستعلامات

مركز الإعلام والتعليم والإتصال



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