



# STRATEGY | 2030

CATALYZING CHANGE FOR WELL-BEING



## VISION

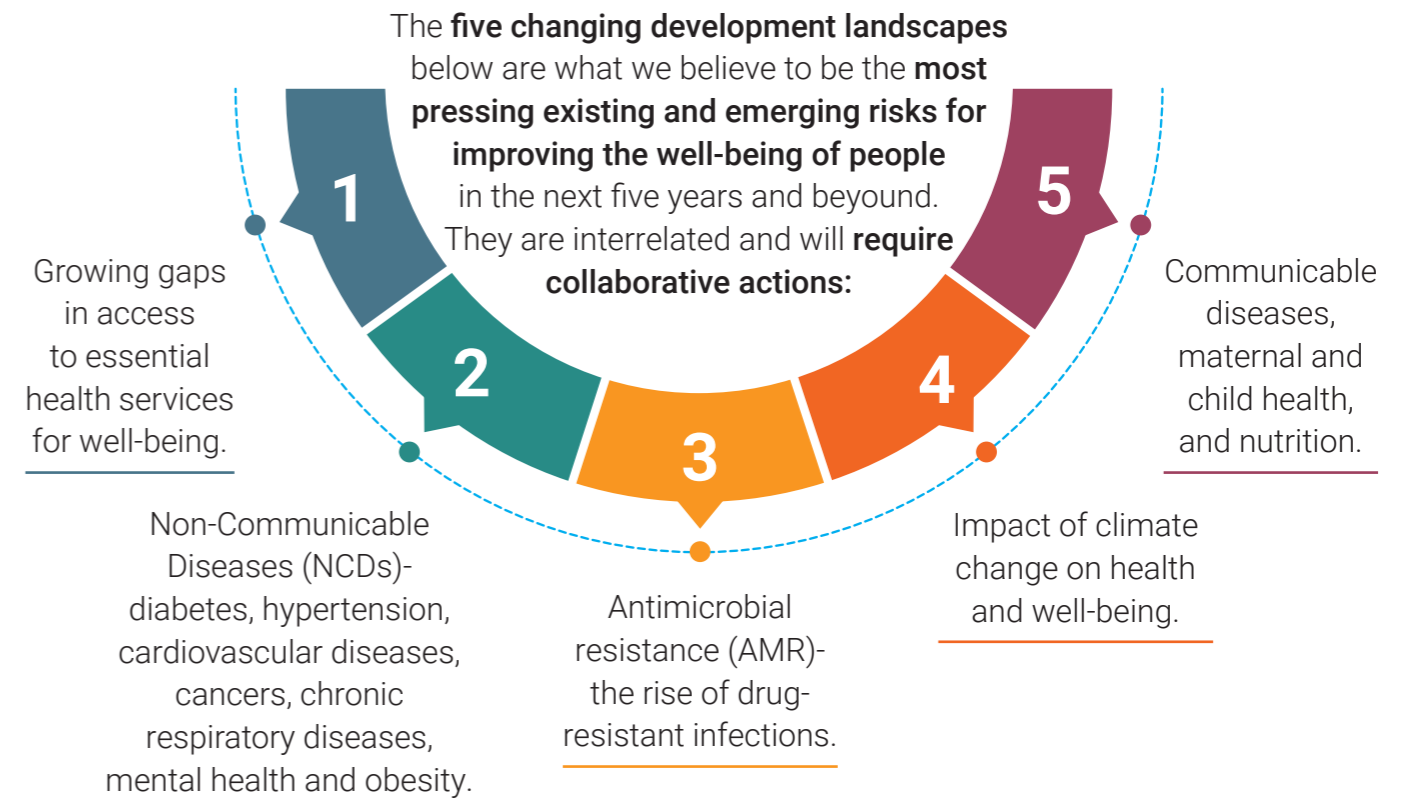
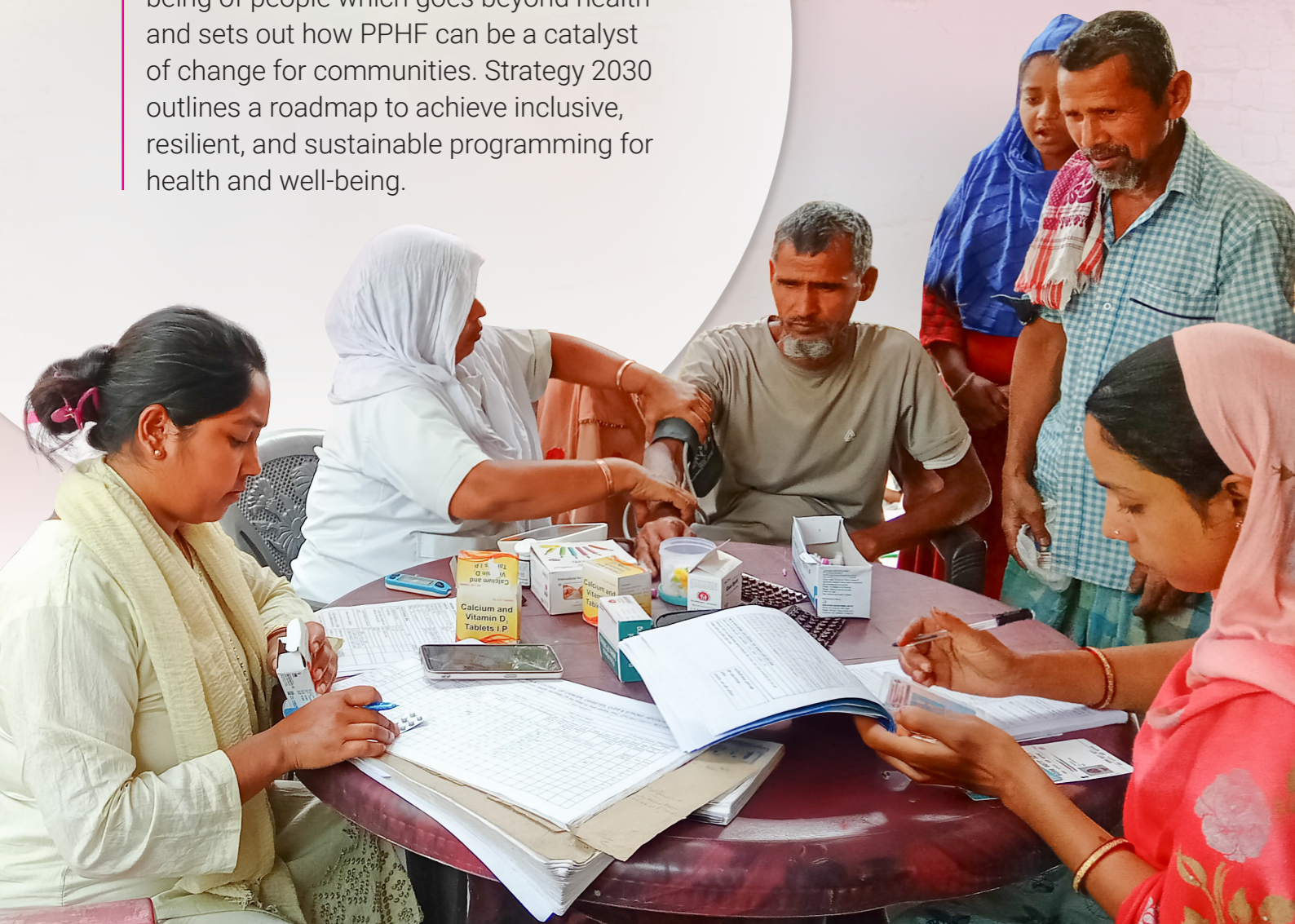
We envision a world where everyone has equal access to opportunities for better health.



## MISSION

Transforming lives for improved health and well-being through locally driven solutions.

Strategy 2030 represents our aspiration and lays out our **vision for the organization of the future**. It is about continuity of current and future development needs of people for **improved health and well-being**. Strategy 2030 recognizes the changing needs of people and there is much more to the well-being of people which goes beyond health and sets out how PPHF can be a catalyst of change for communities. Strategy 2030 outlines a roadmap to achieve inclusive, resilient, and sustainable programming for health and well-being.



## Where We Want to Be?

Our commitment to address public health challenges and expansion will continue following **five themes:**

- 1) Non-Communicable Diseases (NCDs)**
- 2) Women, Adolescent and Child Health**
- 3) Nutrition**
- 4) Infectious Diseases**
- 5) Environment and Planetary Health**

The expansion of **partnerships for health technological solutions and creating more operational evidence for scaling** would be included in coming years. Our **focus is on future-ready healthcare delivery ecosystem**, leveraging advanced **digital technologies** including Artificial Intelligence (AI) and **innovative and locally-driven solutions with utmost care for data protection**. Our solutions are designed to **address inequity by delivering affordable and accessible care**, especially for vulnerable and marginalized communities, while enhancing primary healthcare quality and **reach at the last mile**.



We will focus on providing integrated solutions that address physical, mental, and socioeconomic well-being for holistic healthcare. Our approach will **emphasize innovations to scale the quality and reach of our programs**, with a strong focus on impact through **rigorous measurement, learning, and evaluation protocols**.

We also recognize that development needs are evolving. In addition to these core themes, we will consider other factors that are central to the health and well-being of individuals, ensuring the provision of **sustainable solutions**. We will expand our work to be more intersectional with additional attention to the development dimensions that help in **shaping holistic development in India and beyond**. Our focus includes countries in Asia and Africa that face several significant health and development challenges, influenced by a combination of socioeconomic, environmental, and demographic factors.

Recognizing the threats posed by climate change to health and well-being, we will intensify our focus on **integrating climate considerations** into our programs. Our focus includes strengthening health systems to prepare for and respond to climate risks and disasters, and transitioning to low-carbon and high-quality service delivery.

Health and well-being are crucial components of the Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG) frameworks particularly Goal 3, which aims to ensure healthy lives and promote well-being for all ages. As part of our commitment to sustainability, we also recognize the importance of recycling and the circular economy in reducing waste, conserving resources, and minimizing environmental impact. **PPHF's holistic approach that considers health and well-being in both ESG and SDG frameworks can lead to sustainable development that benefits people and the planet.**

## How will PPHF Add Value?

We will maximize its impact by harnessing a comprehensive approach to drive sustainable health and wellbeing outcomes through:

1. Partnerships
2. Knowledge
3. Innovation & Technology
4. Integrated Solutions
5. Financing



## What We Will Do?

To achieve our strategic goals: **five key approaches** that together reflect overarching choices for how our efforts are implemented.

- 1) **Empower for increased access**  
**Social inclusion, empowerment and equitable healthcare access** for all people and with special focus on marginalized, underserved and vulnerable populations regardless of social or demographic factors.
- 2) **Leveraging Partnerships**  
Expand our reach to **engage diverse stakeholders**—Government agencies, nonprofits and private sectors for more connections and **transformative and inclusive partnerships** that prioritize collective action and **joint problem-solving, co-creating and resource leveraging**.
- 3) **Evidence and Innovation**  
Work closely with partners to generate **operational evidence**, promote **innovation** and proven context appropriate solutions, catalyzing **evidence-based policy actions** and explore opportunities for **scaling up promising Interventions**.

- 4) **Resource optimization**  
Adopt sustainable approaches to **mobilize and use resources** (funding, volunteer time, technology, and others) **efficiently, effectively, and transparently** to meet the health and well-being of people. **Continue ensuring trust and accountability** to communities, funders and supporters.
- 5) **Cross-sectoral linkages**  
Cross-sectoral **linkages and collaboration across key sectors** to create comprehensive strategies that address the **socioeconomic determinants of health**, ultimately leading to better health outcomes and enhanced well-being for all.

## Set Targets to Track Progress

To impact **30 million people** for their better health and well-being. A target of 5 million people to reach every year.



# How will PPHF become stronger to serve better?

To be stronger and better, PPHF will

1

Leverage three T-drivers: **Technology** to drive innovation, **Teamwork** with partners to expand reach, and **Trust** we build with the communities to ensure lasting impact.

2

**Strengthen collaboration** for inclusive, resilient and sustainable programs.

3

**Modernize business development** processes, communication & branding, and M&E strategies.

4

**Intensify actions** with coalitions and alliances.

5

Develop **sustainable signature programs** integrating digital technology.

6

Continue to **invest in leadership and organization development** to ensure robust systems.

7

Better **strategic framework and foster resilience** in a dynamic environment for risk mitigation, agility and **responding to changing needs**.



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