

Cambridge Global Health Partnerships (CGHP): Communications Toolkit

February 2025



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Introduction to the Communications Toolkit



What is the Communications Toolkit?

Purpose of this document

- To provide guidance on **key terms/phrases** and **definitions** which should be used across all CGHP communications (e.g., training slides, website content, funding applications)
- Support with communicating consistent messaging externally which is accessible to all, using plain language to increase engagement

The toolkit is particularly centered around communicating on the topics of “**Who CGHP Are**” and “**Getting Involved**”, but use of the key terms/phrases and definitions is encouraged across all materials, where relevant



User Guide



User Guide (1/2)

Navigation



The home button can be used to navigate back to the Contents page



The banner at the top of each slide acts as a navigational panel to allow users to find a section of interest



The mouse icon indicates a hyperlinked box, which the user can click to find out more information on a key term/phrase or topic



User Guide (2/2)

Key terms/phrases

- Key terms/phrases are structured into four parts, as detailed below. When in doubt, please adhere to the “preferred terminology”

Key		
Preferred terminology		Use in most cases, except in the specific situations where alternative language is recommended
Alternative language for use in specific situations		Justified when more appropriate for a specific audience or for communicating a particular message
Generally avoid		Avoid using to ensure language is accessible and to prevent generating confusion/misinterpretation
Guidance notes		Notes and context for use of the terminology listed

Key definitions

- Supporting references are provided where relevant, or when an established definition of a term is already available



Key Terms/Phrases



Key Terms and Definitions: Who We Are

Key Terms

Charitable organisation

Low- and middle-income countries

Improve healthcare globally/for all

Biggest health challenges of our time

Beneficial for everyone involved

Healthcare workers

Partners/Partner countries

Working in-person and remotely

Additional language recommendations

Key Definitions

Global health

Health partnership
(Safe/Ethical/Effective)

Diaspora

Global majority

Health inequalities and health inequities



Key Terms and Definitions: Getting Involved

Key Terms

Working in-person and
remotely

Healthcare workers

Improve healthcare
globally/for all

CGHP member

Partners/Partner
countries

Participate/Contribute/
Giving their time

Additional language
recommendations

Key Definitions

Health partnership
(Safe/Ethical/Effective)

CGHP member

CGHP supporter

CGHP donor

CGHP partner



 Preferred terminology	 Alternative language for specific situations	 Generally avoid	 Guidance notes
• Charitable organisation <i>Predominantly <u>UK</u> audience</i>	• Non-profit organisation <i><u>Global</u> audience or predominantly <u>global</u> majority audience</i>	• Charitable programme	It is important to use “charity/charitable” when communicating with a predominantly UK-based audience, to indicate that the organisation fulfils specific tax requirements, including being recognised by His Majesty's Revenue and Customs (HMRC; more details here). “Non-profit” has been recommended as a clearer term for use outside of a UK context, for a global audience.
• Improve healthcare globally • Improve healthcare for all			“Improve healthcare globally” to be used in more formal documents (e.g., funding applications), if appropriate. “Improve healthcare for all” to be used in patient/people focussed documents where individuals or organisations are encouraged to get involved.



 Preferred terminology	 Alternative language for specific situations	 Generally avoid	 Guidance notes
• Low- and middle-income countries	• Global majority countries <i>Longer form content only</i>	• LMICs	“Low- and middle-income countries” should be used in shorter form content, but the term “global majority countries” can be used in longer form content. The meaning of “global majority” should be included at first use to introduce the term (e.g., low- and middle-income countries)
• Biggest health challenges of our time	• Global health <i>When defining CGHP <u>or</u> introducing CGHP’s work.</i> <i>When targeting audiences already working in global health or familiar with this term</i>		If using “global health” when targeting new audiences, or those who may be unfamiliar with the term, it should be used alongside explanation to define it; see definition here.
• Partners • Partner countries	• International partners <i>If needed to clarify and/or differentiate from UK partners</i>	• In-country partners • Overseas • International	Partners can be within the UK or in global majority countries, so this term should be kept broad.

**Preferred terminology****Alternative language for specific situations****Generally avoid****Guidance notes**

- **Healthcare workers**
- **Healthcare professionals**

- **Clinical and non-clinical healthcare workers** *at first use in longer form content and/or when explaining how individuals can get involved*

- **Everyone benefits**
- **Beneficial for everyone involved**

- **Win-win-win model** or **Triple win** *with explanation in longer form content, when communicating with specialised audiences (e.g., funders)*

- **CGHP member**

- **Volunteers**

It is important to define “healthcare workers” as capturing clinical and non-clinical workers where possible, to ensure people are aware that they can utilise their non-clinical skills in a partnership, and opportunities are not only open to those working in clinical practice.

If the terms “win-win-win” or “triple win” are to be included, these should only be used in longer form content alongside an explanation to define them.

It should be made clear that everyone contributing their time is part of CGHP, but only those with a signed agreement in place are considered a CGHP member. The term should be introduced with this context in mind.



 Preferred terminology	 Alternative language for specific situations	 Generally avoid	 Guidance notes
• Participate • Contribute • Giving their time		• Volunteer	Not all individuals involved are volunteering, so this term used as a noun should be avoided, and broader terms should be used to describe how individuals and teams can get involved with CGHP. When using wording around volunteering, it should be clearly indicated that participation is not solely on a voluntary basis.
• Individuals can contribute in-person and remotely • Working in-person and remotely	• Through hybrid working <i>in longer form content only, alongside clarification that this includes working in-person and remotely</i>		If the term “hybrid working” is to be included, this should only be used in longer form content alongside an explanation to define it.



Additional Language Recommendations to Improve Accessibility



Preferred terminology

- **Health partnership**
- **United Nations Sustainable Development Goal 3**
- **Two-way**
- **Reciprocal**
- **Mutually beneficial**
- **Diaspora**



Generally avoid

- Health partnership model
- Healthcare ecosystem
- UN
- SDGs
- Bi-directional
- Overseas
- International



Key Definitions



Key Definitions: General

Key Term/Phrase	Definition
Diaspora	Individuals or groups who are living and working outside of their country of heritage but maintain the cultural identity of, and strong sentimental and material links to, their home country. ¹
Global health	An area for study, research, and practice that places a priority on improving health and achieving equity in health for all people worldwide. ² Global health emphasises health issues that extend beyond national borders and promotes collaborations across disciplines to help address them.
Global majority	Shortened version of the term “people of the global majority”, which refers to all ethnic groups except White-British and other White ethnic groups, including White minorities. ³
Health inequalities and health inequities	“Health inequalities and health inequities are systematic differences in health status or the distribution of health resources between different population groups, which arise from the social conditions into which people are born, grow, live, work and age.”^{4–7} Although the term “health inequality” indicates a difference, this definition does not include any moral judgement on whether the observed differences are unfair or unjust.¹ “Health inequities” are a subset of health inequalities which are specifically defined as avoidable, unfair or unjust differences in health.⁴ Both health inequalities and health inequities create poor health outcomes and have significant social and economic costs to individuals and societies.^{4,6,7}

1. Developed based on survey feedback, guided by the Global Health Partnerships (formally THET) Experts in Our Midst report (Available [here](#); Accessed January 2025);

2. Koplan JP et al. Lancet 2009;373:1993-5; 3. The National Council of Voluntary Organisations (Available [here](#); Accessed January 2025); 4. Arcaya MC et al. Glob Health Action 2015;8:27106; 5. NHS England (Available [here](#); Accessed January 2025); 6. The King's Fund (Available [here](#); Accessed January 2025); 7. World Health Organization (Available [here](#); Accessed January 2025).



Key Definitions: Health Partnership



Key Term/Phrase	Definition
Health partnership	Long-term relationships between UK and low- and middle- income country health institutions that aim to improve health services and systems through the reciprocal exchange of skills, knowledge and experience. The partnerships are generally long-term and contain projects tailored to specific health system needs. The aim is sustainable impact and mutual benefit. ¹
Safe	Everyone involved feels secure, valued, respected and heard when contributing to health projects and partnerships. We aim for the highest standard of safety possible by providing a safe working environment and supporting development of safe healthcare practices. ²
Ethical	We listen to the needs of everyone involved to plan, implement and learn together while co-developing and co-delivering projects. Health projects are tailored to address the specific needs of all the countries and institutions involved in each partnership, and activities remain consistent with these priorities throughout.
Effective	We support sustainable change in people, practices and healthcare institutions that improve patient outcomes by carefully considering how best to use the time, skills and expertise contributed by members and partners, and the money contributed by supporters and donors, while also complementing the work of other organisations and partnerships.

1. Adapted from Global Health Partnerships (formally THET; Available [here](#)); 2. Adapted from the Cambridge University Hospitals NHS Foundation Trust (CUH) Vision and Values (Available [here](#)).



Key Definitions: Involvement with CGHP



Key Term/Phrase	Definition
CGHP member	Anybody who has a current, signed agreement with CGHP to contribute their time, skills and expertise to a named CGHP-supported project or health partnership, or to a specific global health opportunity with CGHP's support.
CGHP supporter	Individuals and organisations who are not CGHP members (i.e., do not have a current, signed agreement with CGHP for a specific project) but play a vital role in helping to facilitate CGHP's work by providing their time, expertise or financial support.
CGHP donor	Individuals, trusts, foundations, institutions, and corporate partners who provide funding towards CGHP's work.
CGHP partner	The organisations CGHP works with, including hospitals and healthcare institutions, academic and training organisations and government bodies, and their staff and students.



Who We Are



Key Terms and Definitions: Who We Are

Key Terms

Charitable organisation

Low- and middle-income countries

Improve healthcare globally/for all

Biggest health challenges of our time

Beneficial for everyone involved

Healthcare workers

Partners/Partner countries

Working in-person and remotely

Additional language recommendations

Key Definitions

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Diaspora

Global majority

Health inequalities and health inequities



Core Messaging: Who We Are

Sentence



Short paragraph



Long paragraph





Core Messaging: Who We Are

Sentence

Cambridge Global Health Partnerships (CGHP) aims to **improve healthcare for all**, by connecting individuals and teams across the world to share knowledge, skills, resources and experiences to address some of the **biggest health challenges of our time**.

Short paragraph

Long paragraph

[Back](#)



Core Messaging: Who We Are

Sentence



Short paragraph



Cambridge Global Health Partnerships (CGHP) is a **charitable organisation** that facilitates equitable and collaborative **health partnerships** between institutions in Cambridge and the East of England and in **low- and middle-income countries**. By connecting people and institutions across the world and encouraging knowledge exchange via **two-way** teaching, learning and training, we aim to strengthen healthcare systems and address some of the **biggest health challenges of our time**.

Long paragraph





Core Messaging: Who We Are

Sentence



Short paragraph



Long paragraph



Cambridge Global Health Partnerships (CGHP) is a **charitable organisation** that facilitates equitable and collaborative **health partnerships** between institutions in Cambridge and the East of England and in **global majority (i.e., low- and middle-income)** countries. By connecting people and institutions across the world and encouraging knowledge exchange via **two-way** teaching, learning and training, we aim to strengthen healthcare systems and address some of the **biggest health challenges of our time**.

For nearly 20 years, CGHP has supported **safe, ethical and effective** long-term health partnerships, and provided advice, guidance and funding to individuals and teams participating in global health opportunities beyond our partnerships. CGHP-supported health partnerships bring together **clinical and non-clinical healthcare workers**, students and academics at all levels and disciplines to collaborate with **partners** and colleagues in hospitals and healthcare institutions in **global majority** countries.

Through hybrid working (i.e., working in-person and remotely), individuals and teams co-develop and co-deliver projects, improving healthcare practice and patient outcomes locally and internationally. These collaborative projects are **beneficial for everyone involved**; growing knowledge, skills and experience for the individuals while also building the capacity and capability of the UK and partner organisations.

By working to **improve healthcare for all** and tackle **health inequalities** in a sustainable way, our work contributes directly towards the **United Nations Sustainable Development Goal 3** of “ensuring healthy lives and promoting well-being for all at all ages”.





Getting Involved



Key Terms and Definitions: Getting Involved



Key Terms

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remotely

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Improve healthcare
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CGHP member

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Core Messaging: Getting Involved

Sentence



Short paragraph



Long paragraph





Core Messaging: Getting Involved

Sentence

There are many ways to support CGHP and contribute to improving healthcare globally, both **in-person** and **remotely**.

Short paragraph

Long paragraph





Core Messaging: Getting Involved

Sentence



Short paragraph



We support **clinical and non-clinical healthcare workers** of all levels and disciplines to contribute their time, skills and expertise to **health partnerships** and broader global health projects, **often on a voluntary basis**. Our **supporters** and **donors** also play a vital role in making the work possible. Whatever your level, role, specialism or background, opportunities for getting involved with CGHP are flexible: you can participate locally or internationally, **in-person or remotely**, and over a short period of time (e.g., 1 week) or longer (e.g., 3+ months).

Long paragraph





Core Messaging: Getting Involved

Sentence



Short paragraph



Long paragraph



There are many ways to support CGHP and contribute to **improving healthcare for all**. We support **clinical and non-clinical healthcare workers** of all levels and disciplines to contribute their time, skills and expertise to **health partnerships** and broader global health projects, **often on a voluntary basis**. Whatever your level, role, specialism or background, opportunities for getting involved with CGHP are flexible: you can participate locally or internationally, **in-person or remotely**, and over a short period of time (e.g., 1 week) or longer (e.g., 3+ months).

There are opportunities to get involved with CGHP as a **member, supporter or donor**. Our members include anybody who has a signed agreement with CGHP to contribute their time, skills and expertise to a named CGHP-supported project or health partnership, or to a specific global health opportunity with CGHP's support. Individuals and organisations who are not CGHP members can also play a vital role in helping to facilitate our work either as CGHP **supporters**, by **providing their time, expertise or financial support**, or as CGHP **donors** by **providing funding**.

CGHP will help ensure that your contributions are **safe, effective and ethical** – for you, our **partners** and their patients. You'll receive advice, guidance and training, alongside practical support (e.g., with arranging leave). CGHP will also help with funding applications for partnership activities, projects and exchange visits.

Getting involved with CGHP offers a fantastic opportunity to develop your clinical, leadership and/or management skills, while working collaboratively with other **healthcare workers** across the globe. You'll gain access to unique knowledge and insights through CGHP and our trusted network of worldwide **partners** which you may not otherwise encounter in your role.



Questions on the Communications Toolkit?

Please contact:

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