Promotion: Best Practices and Success Stories

Mary Joyce | Istanbul, 2012
www.health-rights.org
What’s success for the PG?

Success is embedding human rights in the patient care, increasing both health outcomes and human dignity.
What’s web success?

Web success is using the internet to maximize lawyer, patient, and health worker audiences for the PG and other web content, in order to spread these ideals.
Measuring Success

* Visitors

* Communications

* Updates

* CoP Uploads

image: Flickr/boliston, Caitlinator, xavi tellada, luis de bethancourt
Measuring Success

* Communications
* Updates
* Visitors
* Greater audiences for our message
Measuring Success in 2011: Community of Practice

- Grantee uploads were moderate.
- Faculty uploads were very low.
- Consultant and OSF-NY uploads were too high.
Measuring Success in 2011: Country Websites

**Visualizations : PG Site Visitors per Month (2011)**

- **Legend**
  - Click to select,
  - Ctrl-Click: multiple
  - Shift-Click: range
- **Armenia**
- **Georgia**
- **Kazakhstan**
- **Macedonia**
- **Ukraine**
- **Russia**
- **International Site**
- **Community of Practice**

**PROGRESS AWARDS:**

- Highest absolute growth: ARMENIA (1,475 to 3,678 visitors = 2,203)
- Highest percentage growth: UKRAINE (79 to 1,796 visitors = 2200%)
- High percentage growth, honorable mentions: RUSSIA (512 to 1,248 visitors = 240%); KAZAKHSTAN (202 to 503 visitors = 190%)

- Arsenia
- Ukraine
- Russia
- Kazakhstan
- Georgia
- Macedonia

- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

*Strong progress - in absolute and relative terms*