

# "It's about time".

Dissemination and evaluation of a global health systems strengthening roadmap for musculoskeletal health: insights and future directions

## The Roadmap

- Co-designed in **2020-2021** by **678** individuals and organisations from the global musculoskeletal health community, including people with lived experience.
- 72** countries represented (**46%** low and middle-income countries [LMICs]).
- Identifies **8** priority pillars for systems strengthening activity, underpinned by **59** detailed actions.

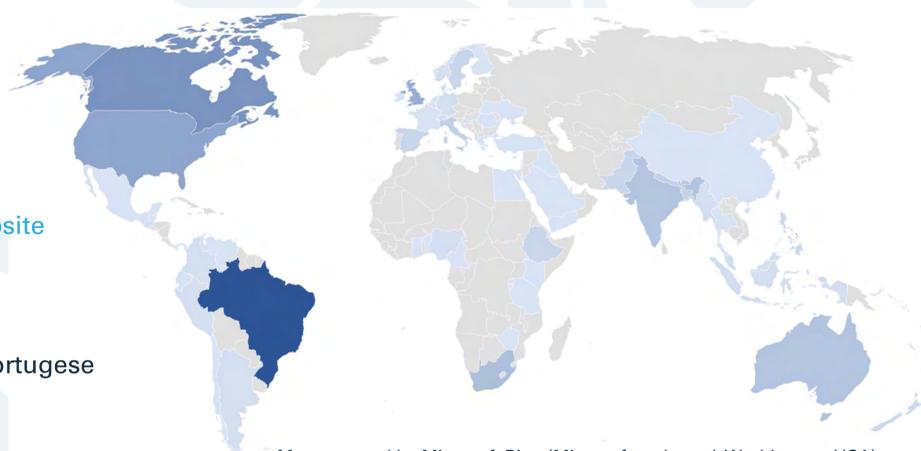
## Dissemination efforts

- Translation into Arabic, Chinese, Hindi, Brazilian Portuguese, Latin American Spanish, and Swahili.
- Global network of dissemination partners established.
- Dissemination tools developed: website, information and instruction pack, curated social media packs for Twitter (X), Facebook, Instagram.

## Evaluation (September 2022 – March 2023)

### What was the dissemination reach?

- 22 dissemination partners participated. English and Arabic most commonly used languages.
- 2195 visitors from 109 countries to the [G-MUSC website](#) (see map).
- 829 Roadmap downloads (138/month).
- Most Twitter (X) impressions for posts in Brazilian Portuguese and most engagements for posts in English.



### What were stakeholder impressions of the Roadmap?

- 254 respondents, > 50% from LMICs
- Stakeholders agreed or strongly agreed the Roadmap was:



### Has there been any adoption?

- 46% of stakeholders adopted in some way and 83% intended to adopt in some way.
- Highest importance assigned to Pillar 1, followed by Pillar 2 and Pillar 4.



Pillar 1 (Engaging, empowering and educating communities)



Pillar 2 (Leadership, governance and shared accountability)



Pillar 4 (Service delivery)

## Key insights



Investment in dissemination resources and establishing partnerships is important.



Non-English translations are valued.



Social media analytic metrics provide important data for evaluating reach and interactions.



Future work needs to support country-level implementation, especially in LMICs, where musculoskeletal health is under-prioritised.

## Funders

