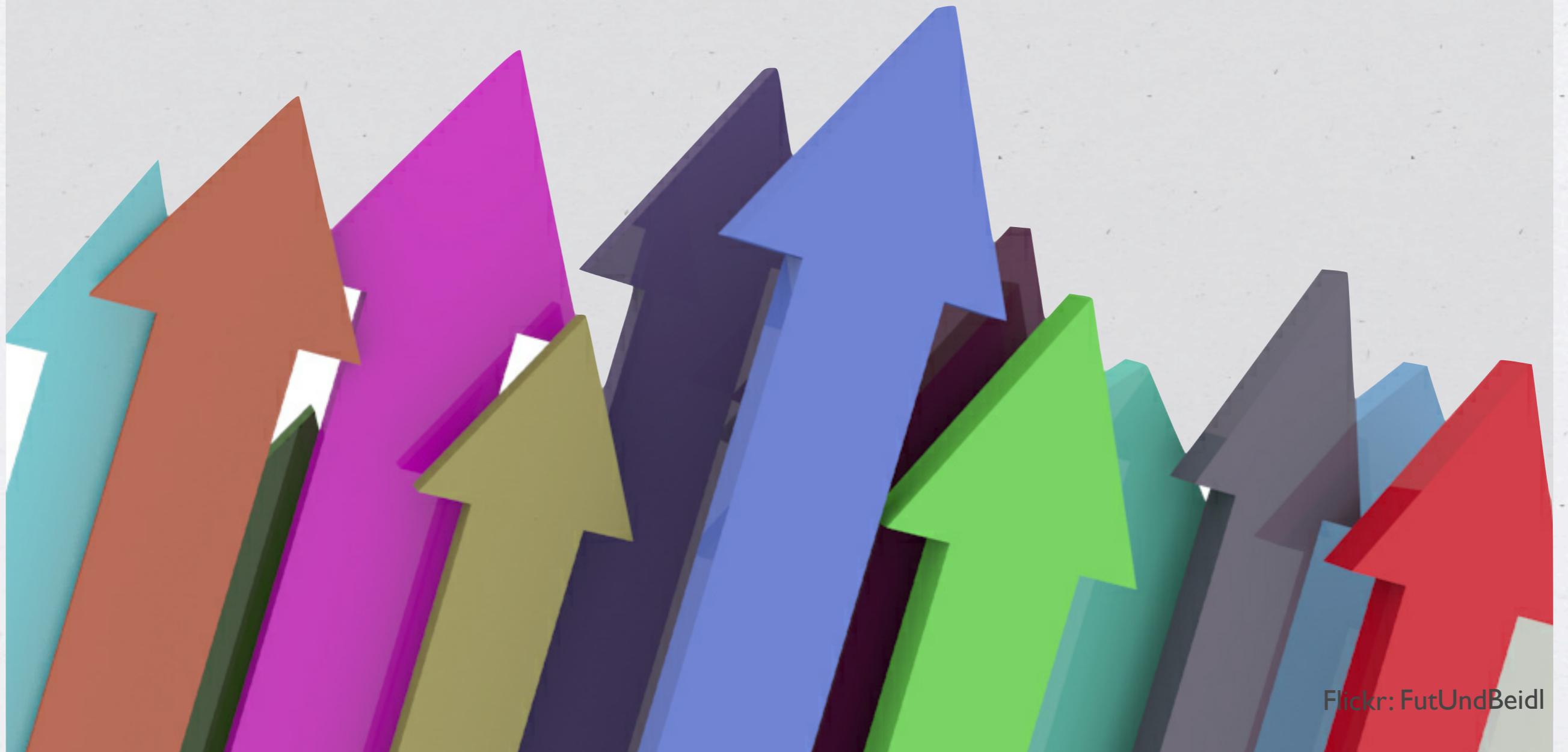


# Promotion: Best Practices and Success Stories

Mary Joyce | Istanbul, 2012

[www.health-rights.org](http://www.health-rights.org)



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# What's success for the PC?

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Success is embedding human rights in the patient care, increasing both health outcomes and human dignity.

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# What's web success?

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

# Measuring Success

\* Visitors



\* Communications



\* Updates

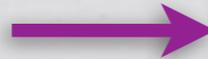
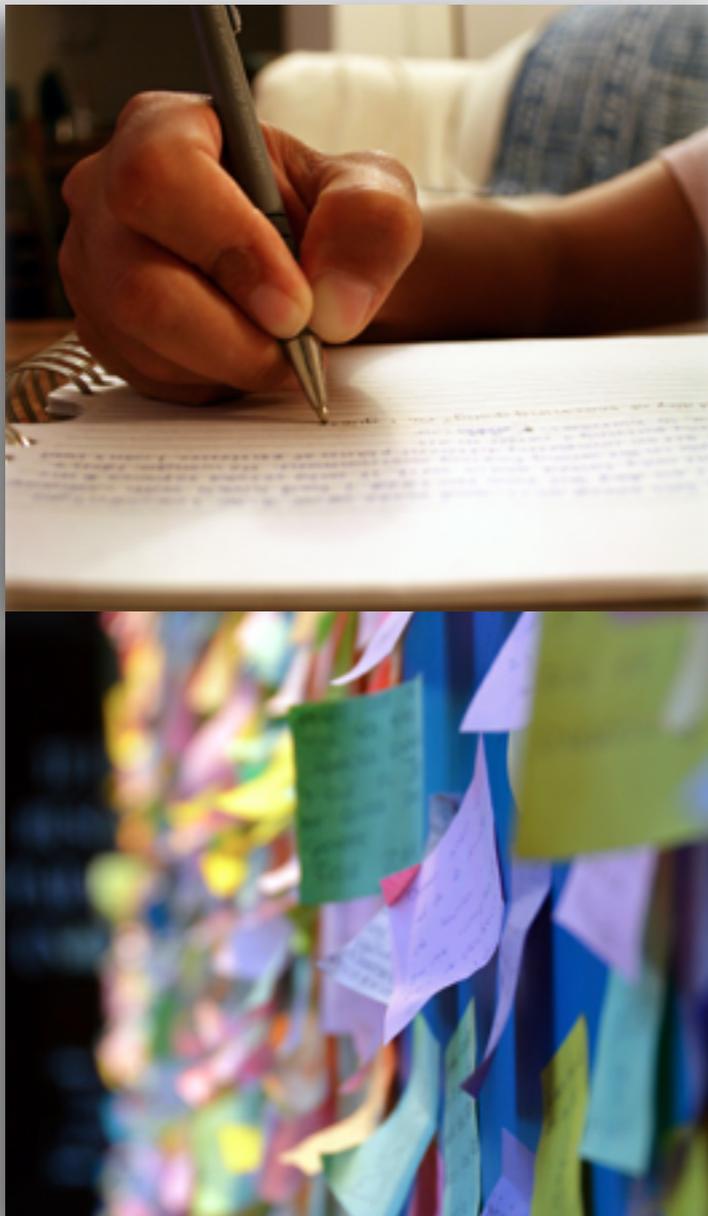


\* CoP Uploads



# Measuring Success

\* Communications  
\* Updates



\* Visitors



\* Greater audiences for our message



# Measuring Success in 2011: Community of Practice

## Visualizations : 2011 PG Analytics - Monthly Uploads to the CoP

Uploaded by: Mary Joyce

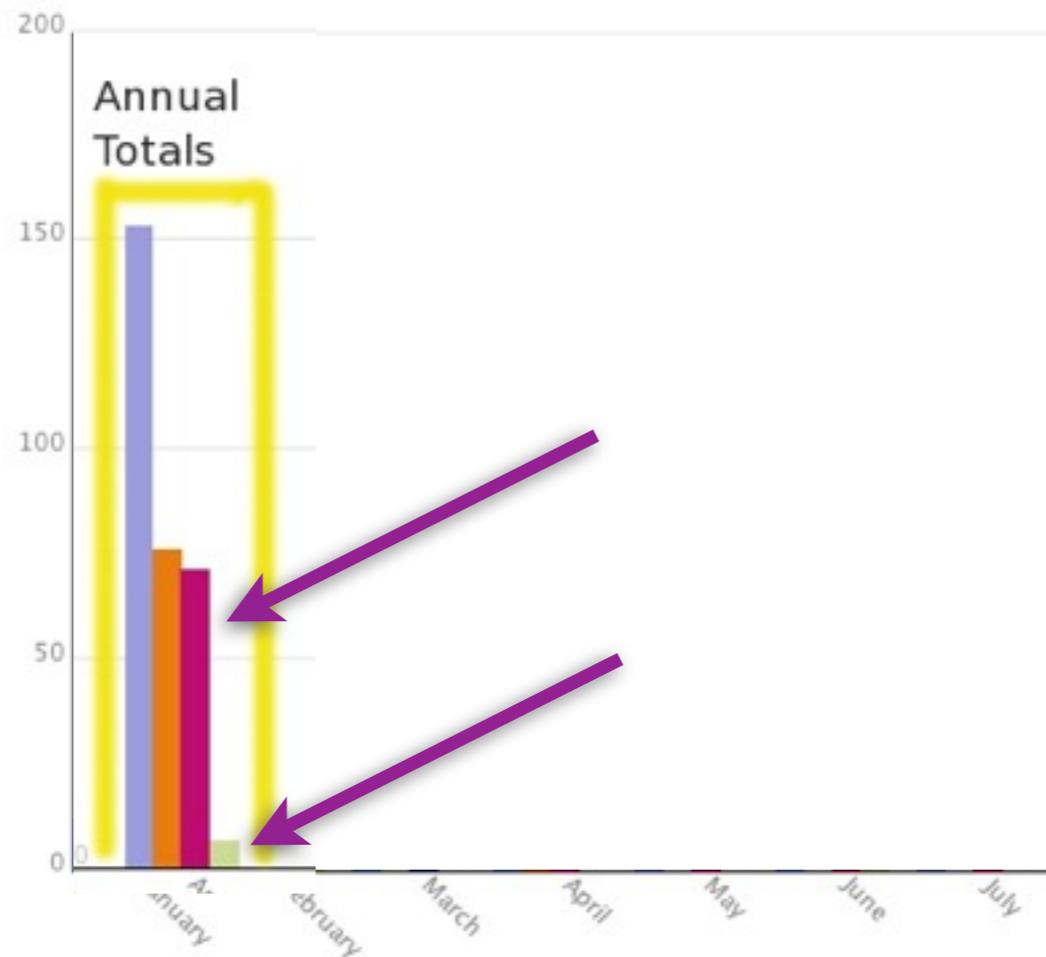
Created at: Jan 16 2012

Description: 2011 document uploads/month to the Community of Practice site + annual total

### Legend

Click to select,  
Ctrl-Click: multiple  
Shift-Click: range

- Total Uploads/Month
- Consultant Uploads
- Grantees Uploads
- Faculty Uploads



- \* 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) [ Edit | Delete ]

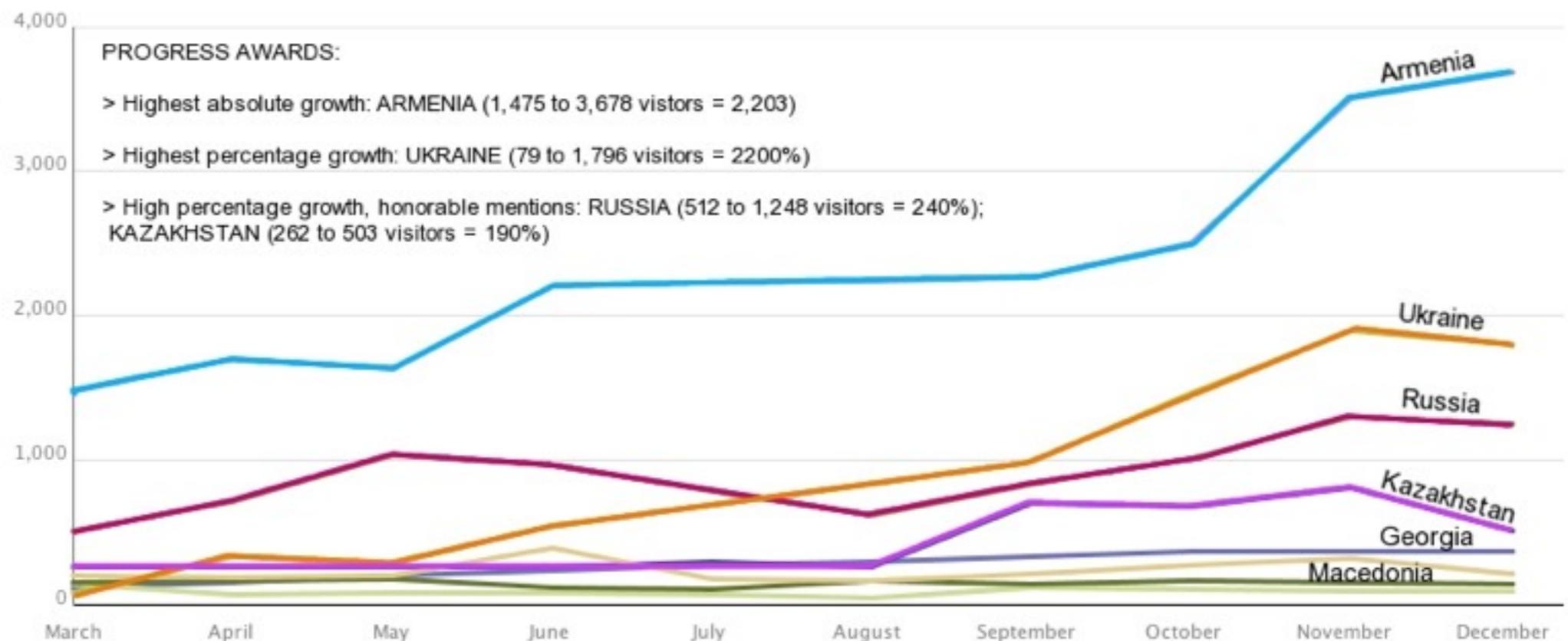
Uploaded by: Mary Joyce

Created at: Feb 26 2012

Description: Change in visitors/month to the PG sites in 2011.

### Legend

Click to select,  
Ctrl-Click: multiple  
Shift-Click: range



\* Strong progress - in absolute and relative terms