

## John's Welcoming message



On behalf of Rural Wonca, I want to invite you to join us in Delhi for the 15<sup>th</sup> Wonca World Rural Health Conference. We live in a world which is becoming increasingly urbanised. The drift to cities and in particular mega-cities has left a global rural population with increased poverty and a steadily aging demographic. Evidence from sub-Saharan Africa and South Asia has demonstrated that large elements do not have access to even basic health care.

The United Nations' Sustainable Development target 3.8 aims to achieve Universal Health Coverage (UHC) by 2030. It will be the rural and often forgotten parts of the world that will pose the greatest challenges.

Primary care and family medicine offer the opportunity to establish family friendly models of care based around communities in these inaccessible parts of the world. The message has gone out and governments are beginning to listen. By 2030 it is estimated that we will need a further 40 million more health workers to achieve Universal Health Coverage, but the World Health Organisation estimates that we will be at least 18 million short. Only 23% of the world's health workforce provide care for 48% of the world's rural population and as things stand this may become even more inequitable.

A 2012 report by the World Labour Organisation demonstrated that the workforce inequity was omnipresent from the richest to the poorest countries. Rural practice is challenging but also extremely rewarding yet recruitment to rural practice in a world dominated by super specialisations provides us with a significant challenge. Rural practice must be the domain of the true generalist, providing a scope of practice which is needed by its communities and circumstances.

Rural Wonca is committed to promoting effective, safe and efficient local health care, provided by a workforce that is well trained and fit for practice.

We need you to come and join us in Delhi and help us make this difference. We need you to leave a legacy in India and also to make changes in your own countries and your own health systems. Come and work with us and expand the rural health family.

Dr John Wynn-Jones

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