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## Making Health Care about People: Applying People-centered Care Principles to Family Planning Improvement Work in West Africa

The World Health Organization (WHO) has developed a new strategy on people-centered health care that places a strong focus on the re-orienting the health system as a whole, including the importance of engaging community and patient groups. ASSIST principles of people-centeredness are complementary to the WHO strategy, particularly with respect to coordination and continuity of care, information, and the micro-level interactions between a client and the health care service delivery team that promote or hinder people-centeredness. This brief report describes ASSIST's approach to people-centered care and illustrates how ASSIST is incorporating these principles into family planning improvement work in Mali and Niger.

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