HEALTH FOR ALL. EVERYWHERE.

12.12.14

UNIVERSAL HEALTH COVERAGE DAY

Communications & Advocacy Toolkit

(Updated 25 November 2014)

On the first-ever Universal Health Coverage Day, a historic global coalition will call for universal health coverage to be a cornerstone of the sustainable development agenda and a priority for all nations.

Use the messages and ideas in this toolkit to help guide your digital and in-person activities for 12.12.14.

FIND INSIDE:
Core Messages
12 Actions for 12.12.14

LET'S GET STARTED: UHC DAY CORE MESSAGES

WHAT IS UNIVERSAL HEALTH COVERAGE?

Universal health coverage (UHC) means that every person, everywhere, has access to quality health care without suffering financial hardship.

DID YOU KNOW: Each year 1 billion people can't afford a doctor, can't pay for medicines or can't access other essential care without risking impoverishment.

WE BELIEVE:

Health is a human right and a cornerstone of sustainable development and global security.

The way that health care is financed and delivered must change – to be more equitable and more effective.

OUR CALL TO ACTION:

On 12 December 2012, the United Nations unanimously endorsed universal health coverage. Starting this year, join us every 12 December to celebrate progress toward health for all and hold leaders accountable.

BOTTOM LINE:

UNIVERSAL HEALTH COVERAGE
SAVES LIVES
STRENGTHENS NATIONS
IS ACHEIVABLE IN EVERY COUNTRY

HEALTH FOR ALL. *NOW MORE THAN EVER.*

HEALTH
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HEALTH FOR ALL: FIVE REASONS WHY

Because no one should go bankrupt when they get sick.
- Lack of affordable, quality health care traps families and nations in poverty.
- 1 billion people lack basic health care, and 100 million fall into poverty every year trying to access needed services.
- ~1/3 of households in Africa and Southeast Asia borrow money or sell assets to pay for health care.

Because universal health coverage is attainable.
- 70+ countries, including 30 of the world's poorest, have passed laws toward UHC.
- Countries implementing universal health coverage are seeing the benefits: healthier communities and stronger economies.
- There is no "one-size-fits-all" approach to universal health coverage. Countries are designing their own unique pathways toward health for all and finding new ways to exchange lessons learned on the ground.

Because universal health coverage can help stop the world's biggest killers.
- The poorest and most marginalized populations bear the brunt of preventable maternal deaths and diseases like HIV/AIDS, tuberculosis and non-communicable diseases (e.g., cancer and heart disease).
- The Ebola crisis clearly demonstrates the urgent need to strengthen health systems everywhere.
- To fight these health threats, we must reach the populations consistently hit hardest by them all.

Because health transforms communities, economies and nations.
- Every $1 invested in health can produce $9-$20 in full-income growth by 2035.
- Money that families have to spend on health is money that can't be spent on sending a child to school, starting a business or coping with an emergency.
- UHC policies create resilient health systems with two major benefits: in times of distress, they mitigate shocks to people's lives and livelihoods; in times of calm, they improve a community's social cohesion and economic productivity.

Because health is a right, not a privilege.
- Access to quality health care should never depend on where you live, how much money you have or your race, gender or age.
- The World Health Organization's Constitution affirms that the enjoyment of the highest attainable standard of health is a fundamental human right, and more than half of the world's countries have included the right to health, public health or medical care in their national constitutions.

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TAKE ACTION:
12 WAYS YOU CAN BUILD MOMENTUM FOR 12.12.14

1. SHOW YOUR SOLIDARITY.

Stand with global partners and display the Universal Health Coverage Day logo on your website and social media profile.

Be sure to follow us on Twitter (@UHC_Day) & Facebook (Universal Health Coverage Day), and link to our website whenever possible: www.UniversalHealthCoverageDay.org or www.bit.ly/UHC_Day.

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2. FORMALLY DECLARE YOUR SUPPORT.

To spread the word about your organization's support for UHC Day, send a message through your internal email lists and post an announcement on your website.

Possible language: [Organization] has joined 350+ organizations around the world to launch the first-ever Universal Health Coverage Day on 12 December 2014. This historic coalition will mark the anniversary of a landmark UN resolution urging all countries to provide universal access to health care without financial hardship.

No one should fall into poverty because they get sick and need health care. Universal health coverage is essential for making progress on [Organization's Cause] – and for creating a fairer, more resilient society.

3. MAKE #HEALTHFORALL TREND.

#HEALTHFORALL is our hashtag. Use it. Let's be vocal on social media and get everyone talking about universal health coverage.

Use the messages & facts in the first two pages of this toolkit to amplify our global voice and educate your network on "Why #HealthForAll?" Tell the world why you're calling for universal health coverage, and who you're urging to take action.

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4. INVITE YOUR NETWORKS TO JOIN THE MOVEMENT.

The bigger and more diverse our coalition, the better. We need your help to bring as many people on board as possible, so that global leaders can't ignore our call to action. After announcing your own support for UHC Day, encourage your networks to visit www.UniversalHealthCoverageDay.org and sign up.

5. LINK HEALTH FOR ALL TO THE ISSUES YOU CARE ABOUT.

On Universal Health Coverage Day, we're rallying for a common goal: strong health systems to ensure health for all, everywhere in the world.

When it comes to the issues you work on, you're the experts. Help us explain how universal health coverage fits in to the fight against other diseases and development challenges. Use facts & descriptive examples to show how strengthening health systems helps your cause.

6. SUPPORT #HEALTHFORALL IN OUR VIRTUAL PHOTO BOOTH.

Go to UniversalHealthCoverageDay.org/photobooth to create a custom "**I SUPPORT #HEALTHFORALL**" or "**WE SUPPORT #HEALTHFORALL**" picture with our virtual photo booth!

Post your picture on social media with a caption starting with "#HealthForAll because..." and tell us why you support universal health coverage.

Be sure to tag @UHC_Day and encourage others to make photos of their own!

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I SUPPORT #HEALTHFORALL

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7. SHOW THE HUMAN SIDE OF UHC.

Universal health coverage is not just a concept: it affects real people around the world. Help us share profiles of people who can't access or afford health services, as well as inspiring stories about the difference universal health coverage policies have made in people's lives.

On our website, we've created a **"Faces of #HealthforAll"** page to showcase these stories. If you want your organization's work to be featured, email gbloembergen@globalhealthstrategies.com any pictures or stories that illustrate what progress toward UHC—or lack thereof— looks like on the ground.

8. USE SHAREGRAPHICS TO PROMOTE POWERFUL QUOTES ABOUT UHC.

"UNIVERSAL HEALTH COVERAGE: THE SINGLE MOST POWERFUL CONCEPT PUBLIC HEALTH HAS TO OFFER."

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I SUPPORT #HEALTHFORALL

DR. MARGARET CHAN DIRECTOR-GENERAL WORLD HEALTH ORGANIZATION

To get you started, here's the first sharegraphic in a series that we look forward to releasing over the coming weeks.

Keep an eye out for new quotations and material on our website and in our weekly updates!

9. TIME IMPORTANT ANNOUNCEMENTS TO 12 DECEMBER.

Is your organization releasing a new report or new data before the end of the year? Launching a new initiative or partnership? Use 12 December as an opportunity to connect these announcements to a broader movement.

Email the UHC Day team (gbloembergen@globalhealthstrategies.com) if you plan to release any news on or around 12 December, and we'll help promote it.

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10. TALK TO MEDIA.

Universal Health Coverage Day is an opportunity to view and present your work through a different lens. Write an op-ed or arrange interviews for your organization's leadership to draw attention to the issues you're passionate about and how they relate to health for all.

11. TALK TO POLICYMAKERS.

Political leadership is why countries across the income spectrum are already taking steps toward ensuring health for all. Civil society's demand for change has been crucial to driving this progress.
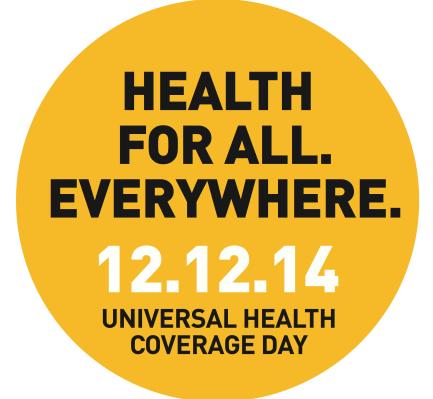
This 12 December, urge policymakers in your country to accelerate progress toward universal health coverage. Since there is no "one-size-fits-all" approach to UHC, use the messages and ideas in this toolkit to tailor your letters to your country's unique political, social and economic context.

12. SPEARHEAD AN EVENT.

No matter how big or small, in-person events are a great way to spur action beyond 12 December. Consider hosting a discussion, panel or roundtable in honor of Universal Health Coverage Day. Since UHC is by definition a broad issue, we recommend focusing your event on a specific theme or priority topic that would resonate most with your stakeholders.

Email the UHC Day team (gbloembergen@globalhealthstrategies.com) if you plan to host an event or are interested in doing so. We can connect you with partners in your country or share ideas on how to make the event a success.

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Note: *This is a living document. Between now and 12 December, we will continue to provide additional resources and inspiration to help you promote Universal Health Coverage Day, including sharegraphics, Tweetspiration and sample templates.*

The most up-to-date version of the toolkit will always be featured on our website: www.UniversalHealthCoverageDay.org.