

HEALTH FOR ALL

12.12.16

ACT WITH AMBITION
DIGITAL TOOLKIT

#HEALTHFORALL
HEALTHFORALL.ORG

LET'S GET STARTED

PRIMARY

#HealthForAll

SECONDARY

#UHCDay #UHC2030
#ActWithAmbition #UHC

LINK

HealthForAll.org

CONVENING PARTNERS

@UHC_Day @RockefellerFdn
@WHO @WBG_Health
@IHP_plus
@SaveChildrenUK
@Oxfam @AFGHnetwork
@MSHHealthImpact
@CWGH1 @thePHFI
@USPharmacopeia

SOCIAL MEDIA TIPS

PERSONALIZE

Why do you support #HealthForAll? What ambitious actions do we need most?

USE IMAGES & VIDEOS

Grab your followers' attention and increase engagement with your posts.

TAG PARTNERS

Highlight your fellow coalition members' activities and efforts.

ADD A CALL TO ACTION

Boost engagement by calling for a next step. This could be anything from a link to learn more, a "retweet if you agree!" or a more substantial call to action.

▶▶▶ FIND INSIDE

- Our 12.12. Ambition
- Suggested Posts
- Graphics & Animations
- Event Resources
- Partner Content

MAKE IT OFFICIAL

Call on the incoming UN Secretary-General and WHO Director-General to officially recognize **12 December** as **Universal Health Coverage Day**.

SIGN THE PETITION

Marking the anniversary of the United Nations' unanimous commitment to universal health coverage in 2012, **Universal Health Coverage (UHC) Day** has mobilized **840+ organizations in 117 countries**, been recognized by **Heads of State and Ministers of Health**, united advocates **across health and development** and fueled the political movement for **health for all, everywhere**.

Now is the time to officially establish the **first and only** international awareness day devoted to **fulfilling the human right to health without financial hardship**.

In the spirit of acting with ambition, join us in urging the United Nations & World Health Organization to officially recognize 12 December as UHC Day **so that the mandate of the 12.12.12 UN Resolution is never forgotten**.

SIGN THE PETITION AT
[HEALTHFORALL.ORG/MAKE-IT-OFFICIAL](https://healthforall.org/make-it-official)

SPREAD THE WORD

- **[SHARE]** Let's make #UHCDay official! Sign the petition to ensure that leaders hear the call for #HealthForAll every 12 Dec: healthforall.org/make-it-official
- **[SHARE]** Proud to have helped build the #HealthForAll movement & put #UHCDay on the map. Now, let's make it official: healthforall.org/make-it-official

Suggested Social Media Posts 

OUR MOVEMENT

Growing Global Consensus

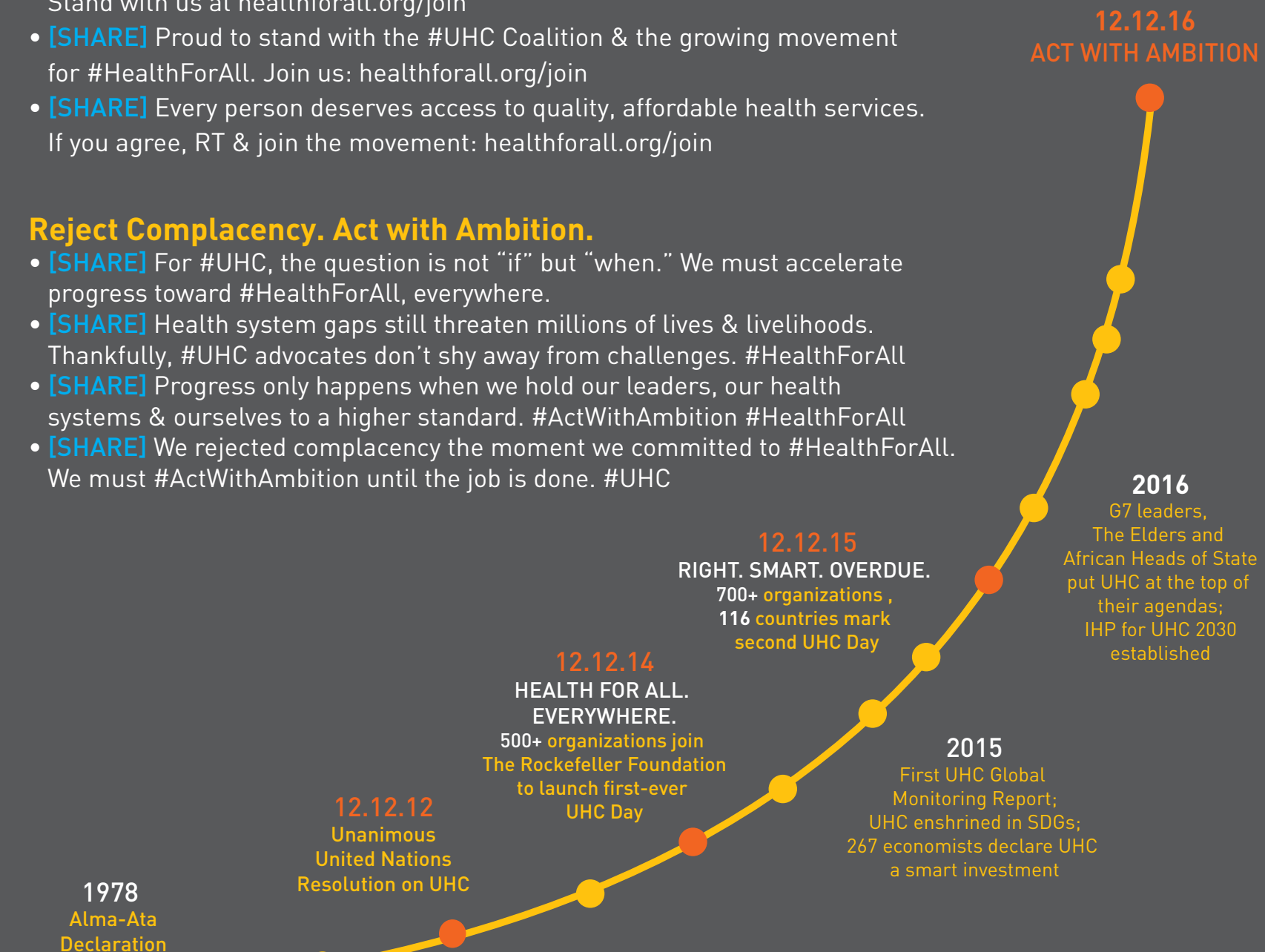
- [SHARE] Health is a human right that too many people are waiting for. #UHC #HealthForAll
- [SHARE] No one should go bankrupt when they get sick. We must do better. #HealthForAll
- [SHARE] #UHC is a smart investment & achievable goal everywhere. All countries must deliver on promises of #HealthForAll
- [SHARE] #UHC underpins our security, prosperity and the future we want. #UHC2030 #GlobalGoals #HealthForAll

Stand in Solidarity—and Help Grow Our Coalition to 1000!

- [SHARE] 840+ organizations. 350+ economists. 110+ countries. One cause: #HealthForAll. Stand with us at healthforall.org/join
- [SHARE] Proud to stand with the #UHC Coalition & the growing movement for #HealthForAll. Join us: healthforall.org/join
- [SHARE] Every person deserves access to quality, affordable health services. If you agree, RT & join the movement: healthforall.org/join

Reject Complacency. Act with Ambition.

- [SHARE] For #UHC, the question is not “if” but “when.” We must accelerate progress toward #HealthForAll, everywhere.
- [SHARE] Health system gaps still threaten millions of lives & livelihoods. Thankfully, #UHC advocates don’t shy away from challenges. #HealthForAll
- [SHARE] Progress only happens when we hold our leaders, our health systems & ourselves to a higher standard. #ActWithAmbition #HealthForAll
- [SHARE] We rejected complacency the moment we committed to #HealthForAll. We must #ActWithAmbition until the job is done. #UHC



ACT WITH AMBITION

PRIORITIZE THE POOREST

- [SHARE] The #HealthForAll movement is driven by #equity & #humanrights. We will never give up on bringing health to those who need it most.
- [SHARE] We must reach the poorest & most marginalized first, not last. #HealthForAll #UHCDay
- [SHARE] Strong health systems fight diseases that trap people in cycles of poverty #HealthForAll

DEMAND POLITICAL ACTION

- [SHARE] Don't wait for political action: demand it. Now more than ever, we must hold leaders accountable for leaving no one behind #HealthForAll
- [SHARE] With strong political will, every country—rich or poor—can reach everyone based on need, not ability to pay. #UHC #HealthForAll
- [SHARE] #UHC is a smart investment to end poverty and strengthen economies. It's time all countries act on the evidence #HealthForAll

HUMANIZE THE HEALTH SYSTEM

- [SHARE] Real people don't experience health issues and costs in siloes. Health systems must see the whole person. #HealthForAll
- [SHARE] We must ensure strong #primaryhealthcare & trained #healthworkers in every community to accelerate progress toward #HealthForAll

REDEFINE HEALTH SECURITY

- [SHARE] Health security must benefit everyone before crisis hits. It's unjust & unwise to wait until wealthier people are at risk #HealthForAll
- [SHARE] Prevention > response. Health systems that everyone can trust with their life & \$\$\$ are our best defense against pandemics. #HealthForAll
- [SHARE] Conflicts, pandemics & climate-related threats are the new normal. #UHC --> #resilience. #HealthForAll

MEASURE WHAT MATTERS

- [SHARE] #Data must tell decision-makers what they need to hear, not what they want to hear. Measure what matters. #HealthForAll
- [SHARE] Don't ask if health services exist. Ask if they are accessible, quality & affordable for all. Measure what matters. #HealthForAll #UHC

GRAPHICS

DOWNLOAD GRAPHICS & ANIMATIONS
AT HEALTHFORALL.ORG/TOOLKIT

REVERSE THE **OUQ 2UTAT2.**

▶▶▶ PUT THE POOREST
AND MOST MARGINALIZED
FIRST, NOT LAST.

HEALTHFORALL.ORG

12.12.16: ACT WITH **AMBITION**

HUMANIZE

THE **HEALTH SYSTEM**

ACT WITH AMBITION

HEALTHFORALL.ORG

WWW.SIDDHARTHJAIN.CO.IN
PHOTOGRAPH BY SIDDHARTH JAIN FOR ACTION AID BRN

350+
economists
agree:

HEALTHFORALL.ORG ACT WITH AMBITION

**UNIVERSAL
HEALTH COVERAGE**
is a smart investment
for every country.

THE ECONOMISTS' DECLARATION ON UNIVERSAL HEALTH COVERAGE: HEALTHFORALL.ORG/ECONOMISTS-DECLARATION

HEALTH IS A HUMAN RIGHT



THAT 400 MILLION ARE WAITING FOR

SOURCE: WORLD HEALTH ORGANIZATION / WORLD BANK GROUP (2015)

HEALTHFORALL.ORG ACT WITH **AMBITION**

Don't wait for
political
action. ▶▶▶ **DEMAND IT.**

HEALTHFORALL.ORG

ACT WITH **AMBITION.**

HEALTH
FOR ALL
12.12.16
UNIVERSAL HEALTH
COVERAGE DAY

DON'T JUST ASK IF HEALTH SERVICES **EXIST.**



ASK IF THEY'RE **ACCESSIBLE, QUALITY & AFFORDABLE** FOR ALL.
▶▶▶ **MEASURE WHAT MATTERS.**

HEALTH SECURITY
FOR **SOME** ISN'T GOOD ENOUGH.



WE MUST SAFEGUARD
EVERYONE, EVERYWHERE.

HEALTHFORALL.ORG ACT WITH AMBITION

**GETTING SICK SHOULDN'T BE
A FINANCIAL GAMBLE**



**17% ARE PUSHED
OR FURTHER PUSHED
INTO POVERTY*
BY HEALTH COSTS**

SOURCE: WORLD HEALTH ORGANIZATION / WORLD BANK GROUP (2015) - SURVEY OF 37 COUNTRIES

*US \$2/DAY

HEALTHFORALL.ORG ACT WITH **AMBITION**

ACT WITH
AMBITION.

UHC CHAMPIONS

DOWNLOAD THESE & MANY MORE CHAMPION QUOTES
AT HEALTHFORALL.ORG/TOOLKIT

We need to increase accountability to make our actions toward universal health coverage as ambitious as our vision.



DR. JUDITH RODIN
PRESIDENT
THE ROCKEFELLER FOUNDATION



ACT WITH **AMBITION**

The inclusion of a universal health coverage target in the SDGs gives health the power to build fair, stable and cohesive societies.



DR. MARGARET CHAN
DIRECTOR-GENERAL
WORLD HEALTH ORGANIZATION



ACT WITH **AMBITION**

Everyone deserves access to medicines that they can trust. Quality standards make patients safer and health systems stronger.



RON PIERVINCENZI
CHIEF EXECUTIVE OFFICER
US PHARMACOPEIAL CONVENTION



ACT WITH **AMBITION**

Governments need to provide a broad package of health services, free at the point of delivery, giving high priority to the needs of women, children and adolescents.



GRAÇA MACHEL
CO-FOUNDER, THE ELDERS



ACT WITH **AMBITION**

Countries must advance UHC in an equitable way to achieve the Sustainable Development Goal on health.



DR. GRO HARLEM BRUNDTLAND
DEPUTY CHAIR, THE ELDERS



ACT WITH **AMBITION**

Investing in universal health coverage will create millions of decent jobs.



GUY RYDER
DIRECTOR-GENERAL
INTERNATIONAL LABOUR ORGANIZATION



ACT WITH **AMBITION**

EVENT RESOURCES

DOWNLOAD ALL EVENT SLIDES AT HEALTHFORALL.ORG/TOOLKIT



Classic Slide Deck

Use these slides to link your event to the broader movement and UHC Day 2016 campaign.

Social Media Booster Slide Deck

Use these slides to give your event a digital boost and encourage guests to share what's happening with their social media networks.

LIVE TWEETING TIPS

1. Use the campaign hashtag

#HealthForAll

Others: #UHC #UHCDay

2. Share what's happening

Include photos and speaker quotes



3. Tag partners

@UHC_Day

[Add your partners]

[Add your partners]

[Add your partners]

[Add your partners]

4. Add easy ways to engage

Link to a website (like HealthForAll.org)



Waiting for Health Slide Deck

Use these slides to display a documentary photo series at your event and spark meaningful conversation about the human stories behind health inequity.



PARTNER CONTENT

LOOKING FOR EVEN MORE TO SHARE?



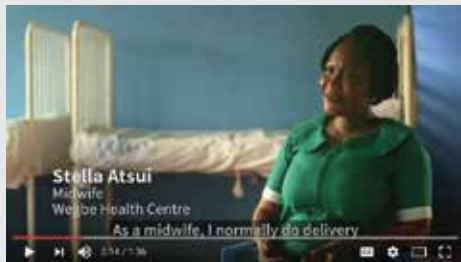
Always Safe When I'm With Her: PHC in Ghana

New video by the **Primary Health Care Performance Initiative** about midwives and primary health care in Ghana.

Watch & Share:

[SHARE] How can #primaryhealth-care help us achieve #HealthForAll? A new video on PHC & #maternal-health in #Ghana explains:
<http://bit.ly/2gq0qNc>

[SHARE] In Ghana, midwives and community health workers are at the heart of #primaryhealthcare systems. In their own words:
<http://bit.ly/2gq0qNc>



UHC Video Shorts by The Elders

Perfect for sharing on social media or screening at events.

Watch & Share:

- Universal health coverage: a goal all countries can reach (5 mins)
- Why must women, children & adolescents be a UHC priority? (1.5 mins)
 - Why is UHC vital to achieving the health SDG? (1.5 mins)



“Act with Ambition” Blog Series

UHC partners make their cases for health for all and the ambitious actions we need most.

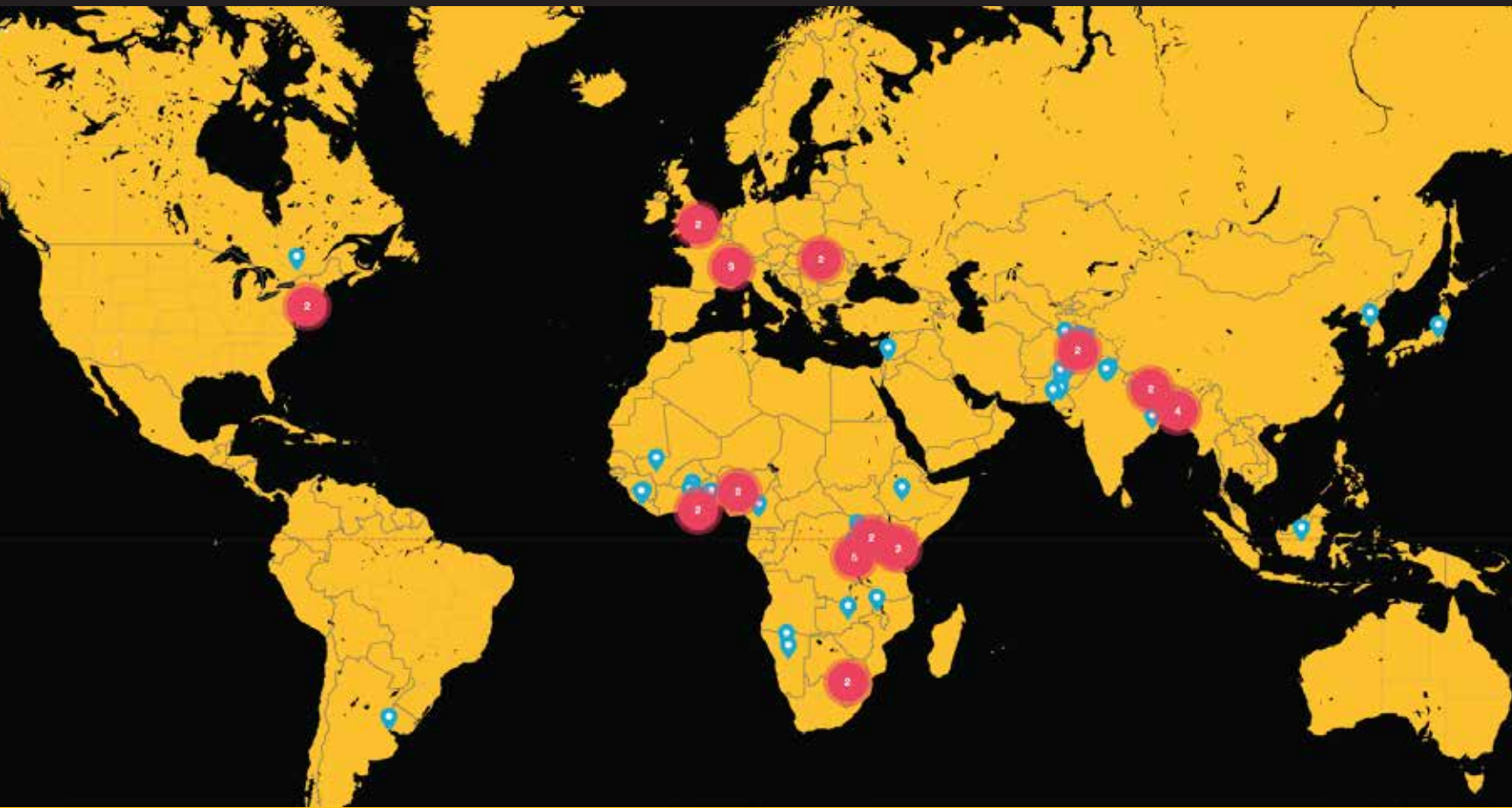
medium.com/health-for-all

Follow **#HealthForAll** and **@UHC_Day** for more great partner content in the lead-up to 12.12.16.

Tell us about your UHC Day plans!



80+ ACTIVITIES & COUNTING!



Check out our interactive map
of partner activities
and add your UHC Day plans here:

[HEALTHFORALL.ORG/ACTIVITIES](https://healthforall.org/activities)

Thank you for acting with **ambition** this UHC Day and every day.