Universal Health Coverage Day 2018: social media toolkit

Overview:

On Universal Health Coverage Day 2018 (December 12th) we are celebrating primary health care heroes bringing essential primary health care to communities across Africa and continue to highlight primary health care as a first step to achieving universal health coverage.

We would love your support to help highlight the work of all the individuals – from mothers to health workers, innovators to decisionmakers – who are dedicated to strong primary health care on the road to universal health coverage.

In this toolkit you'll find GIFs, short videos and photos which you can share on your channels. We have provided suggested posts to accompany the content but please feel free to write your own posts or edit the copy – you know your own channels and audiences best. Remember to tag us so we can retweet your posts!

You can also follow @GatesFoundation, @GatesHealth and @GatesAfrica for all the latest content to retweet and share.

We look forward to joining our voices together on #UHCDay and helping everyone access quality, affordable health services no matter who they are or where they live.

Key content

Please download the visual materials using the link on the left. If you would rather retweet the content from a Gates channel, please see the link below the relevant graphic.

Download Link	Preview	Description	Suggested post
UHC GIF	WITHOUT **STRONG** PRIMARY HEALTH CARE WE RISK... UNMET HEALTH CARE	GIF on the challenges countries face without strong primary health care, and what they can achieve by strengthening these systems.	Primary health care can meet more than 80% of people's health needs throughout their lifetime. Let's make #HealthForAll a priority! #UHCDay
UHC GIF is also available to retweet at this link.			

Ghana Mothers Video for Twitter/Facebook Ghana Mothers Video for Instagram		Two Ghanaian mothers, Elizabeth and Janet, speak on what health in their community means to them.	WATCH: New moms Elizabeth and Janet know that strong primary health care will help their families live longer and healthier lives #HealthForAll
Ghana Mothers Video also available to retweet at this link			
Ghana Mothers Photo		Two Ghanaian mothers, Elizabeth and Janet.	Two mothers, one wish: access to primary health care so they can keep themselves and their children healthy. #HealthForAll
Data Video		Naomi, a health information officer in Ghana, speaks about how data is being used to improve health systems.	By improving #HealthData in Ghana, Naomi is monitoring progress, identifying interventions and helping make #HealthForAll a reality
Data Video is also available to retweet at this link.			
Community Health Nurse Video		Mavis, a community health nurse in Ghana, speaks about how she contributes to strengthening primary health care in her community.	"Community members come to you first." With the dedication of nurses like Mavis we can strengthen primary health care systems - the first and most critical step towards #HealthForAll
Nurse Video		Roberta, a nurse in Ghana, speaks on working with communities to address health needs.	Nurse Roberta knows that primary health care helps address medical needs before they become critical. Let's make #HealthforAll a priority!

Midwife Video		Midwife Mashtatu speaks on the role of primary health care in her community.	Midwife Mashtatu believes in the power of primary health care. She works with women in her community to help them deliver babies safely and close-tohome #HealthForAll
Zipline Video for Twitter/Facebook **Zipline Video for Instagram**		Zipline is using drones to deliver medical supplies to communities across Rwanda.	The future is here! @Zipline drones are making medical supplies available to communities across Rwanda. #HealthForAll
Zipline video is also available to retweet at this link.			
Babyl Rwanda Photos		Babyl Rwanda is making health care more accessible through mobile phones. By dialing *811* patients can get advice from the convenience of their home and are able to get treated earlier, before their condition gets worse.	Need a doctor? Got a phone? @babylrwanda links people to doctors via mobile. With greater access to primary health care we're one vital step closer to #HealthForAll *Note: If sharing on Instagram use @Babyl_Rwanda.*
A post on babyl Rwanda is also available to retweet at this link.			

Hashtags and handles

Here are some of the key hashtags and handles to follow for all the latest content, coverage and news about #UHCDay.

#HealthForAll	@UHC2030	@UNFPA	@AfDB_Group
#UHCDay	@WHO	@UNICEF	@theGFF
#LeaveNoOneBehind	@GlobalFund	@UNDP	@ilo
#RightToHealth	@GAVI	@UNmigration	@GatesFoundation
#UHC	@WorldBank	@UNFoundation	@GatesHealth
#PrimaryHealthCare	@OECD	@RockefellerFdn	@GatesAfrica

More information

Visit http://universalhealthcoverageday.org/ for more content, actions and resources or to share your plans for #UHCDay.