



UHC Youth Competition

Five weeks leading up to UHC Day, 12.12.2022

universalhealthcoverageday.org/youth

The drumbeat to Universal Health Coverage Day, 12 December, has begun! We want youth voices (defined as people between the ages of 15 and 30) to be front and center in the campaign – and we are introducing the *UHC Youth Competition*. Here is everything you need to know to raise your voice and compete for prizes.

About the 2022 UHC Day Campaign

This year's campaign fosters conversation and action around a central theme: ***Build the World We Want: A Healthy Future for All.***

Universal Health Coverage Day is the annual rallying point for advocates to raise their voices and share the stories of the millions of people still waiting for health, call on leaders to make more innovative investments in health and remind the world about the imperative of universal health coverage (UHC).

UHC means all people can access quality health services without financial hardship. Universal health coverage lifts people out of poverty, promotes the well-being of families and communities, protects against public health crises and moves us toward #HealthForAll.

UHC Youth Competition

The UHC campaign wants to engage young people in the UHC conversation. The UHC Youth Competition is a chance to reward key youth leaders for publicly engaging with a critical topic.

This year's UHC Day takes place in the run-up to the 2023 United Nations High-Level Meeting on Universal Health Coverage, where countries will discuss progress and make further commitments to deliver health coverage. Young people must know about the decisions being made on their behalf and be a part of the conversation.

The UHC Youth Competition will take place over 5 weeks. Participants can choose from 3 tiers of engagement or activities that allow them to enter a draw to receive the prize designated for that category. Participants should document their actions and submit the final form to be eligible for the reward.



UHC Competition Action Packages

You can choose from the following action packages. Participation in these packages allows you to enter a draw for the category. You must complete all the actions in the tier to be eligible for the prize. We have provided guidelines for each tier below. Please read the guidelines before taking action.

Tier 1:

- 20 pieces of social content supporting the key messages of UHC Day 2022 (can include up to 10 retweets and Instagram stories combined. The remaining items must be original tweets or Instagram posts. All social media content must be tagged with #HealthForAll and/or #UHCDay)
- One action from the following list:
 - Creation of an original short-form video for UHC Day
 - Writing a letter to your representative or government official about the importance of UHC

Prize: Receiving a letter from the Universal Health Coverage Day campaign recognizing you as a young UHC champion.

Tier 2:

- 25 pieces of social content supporting the key messages of UHC Day 2022 (can include up to 15 retweets and Instagram stories combined. The remaining items must be original tweets or Instagram posts. All social media content must be tagged with #HealthForAll and/or #UHCDay)
- Creating an original short-form video for UHC Day
- Writing an op-ed about UHC to your school newspaper/local press outlet

Prize: Enter a draw to meet a high-level UHC decision-maker from the World Health Organization. The participants who win this draw will also receive a letter recognizing them as young UHC champion.

Tier 3:

- 30 pieces of social content supporting the key messages of UHC Day 2022 (can include up to 20 retweets and Instagram stories combined. The remaining items must be original tweets or Instagram posts. All social media content must be tagged with #HealthForAll and/or #UHCDay)
- Writing a letter to your representative or government official about the importance of UHC
- Creation of an original short-form video for UHC Day



- One of the actions from the following list:
 - Writing an op-ed about UHC to your school newspaper/local press outlet
 - Organizing a panel about UHC at your school or in your community

Prizes: Enter a draw to serve as a panelist in the global virtual rally on 12 December and meet a high-level decision-maker from the World Health Organization. The participants who win this draw will also receive a letter recognizing them as young UHC champions.

Guidelines for taking action

Throwing yourself into a world of information about health systems can seem scary. You might need help figuring out where to start or what to say. But don't worry! We're here to support you. We've written a set of tools and guides to help you navigate the advocacy world and take actions that help us move closer to the world we want. To make sure your activities make you eligible for the prize and to help make life easier for yourself, please read the guidelines carefully before taking action. After reading the guidelines, if you still have questions, don't hesitate to reach us at tkelishadi@globalhealthstrategies.com.

- Guidelines for sharing social content (see below)
- [How to record and submit short-form videos](#)
- [How to write a letter to your representative or government official](#)
- [How to write an op-ed about Universal Health Coverage](#)
- [How to organize a UHC panel](#)

How to document your actions and receive points

When you participate in any activities or action items described above, please document them according to the guidelines below to ensure you receive all the points you can. When you have participated in all the activities outlined in your chosen tier, please follow the guidelines below and submit your material via this [submission form](#).

Social Media Activities

When documenting your social media activities, please list them in a document in the manner outlined below. For all your social media activities, please make sure you draw from the language provided in the UHC Day website's [official messaging](#).

Twitter

- For all retweets, quote tweets, and stories, please share a screenshot of the retweet/quote, the date on which you shared the content and your Twitter handle.



- If you post an original tweet, please share your Twitter handle and include a link to your tweet.
- Use hashtags #HealthForAll or #UHCDay

Instagram

- For all Instagram stories, please provide a screenshot of the story, your Instagram handle and the date on which you posted the story.
- For all Instagram posts, please include a link to the post and share your Instagram handle.
- Use hashtags #HealthForAll or #UHCDay
- Please add any relevant metrics you can capture with the post.

Letter to Representative or Government Official

Writing a letter to your representative or government official is a great way to make your voice heard by decision-makers. Please upload the final draft of your letter in a word document or PDF.

Short-Form Video

Whether you've created an animated narration, an explainer, or a TikTok dance, we can't wait to see it. Please upload your video to Google Drive, Dropbox or WeTransfer and share the link in the submission form.

Op-eds

We're thrilled to hear your voice on why UHC matters to you. Op-eds are a great way to spark larger discussions in your community about important issues. Sharing your opinion can be a powerful tool to get others to understand what UHC could do for their lives. If your op-ed was published digitally, please include the link to your piece. If your op-ed was published in print, please upload your final draft and include a photo showing the printed version.

Hosted Panels

Wow! You're the real deal! Hosting a panel is a lot of work, but kudos for spreading knowledge and informing people. We love a good panel and can't wait to hear about yours. Please upload photos you have taken during the event and a copy (or screenshot) of your event RSVP. Also, please provide us with a list of your panelists' names and credentials.