



UHC Day 2023

Toolkit for Campaigners

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All source material including graphics available at UHCDay.org

CAMPAIGN OVERVIEW

UHC Day 2023 is **Tuesday, 12 December**

Now more than ever, we need your voice to tell our leaders to keep their commitments to universal health coverage.

It's time for action.

Key Twitter/X handles:

@UHC_Day
@UHC2030
@CSOs4UHC
@UN
@WHO
@WBG_Health
@OECD_Social

Main hashtags:

#UHCDay
#HealthForAll
#UniversalHealthCoverage

Website: [UHCDay.org](https://uhcdays.org)

Substack: uhcdaysupdates.substack.com

CAMPAIGN THEME



HEALTH FOR ALL:

TIME FOR ACTION

UNIVERSAL HEALTH COVERAGE DAY | 12.12.23

PHOTO CREDITS: WHO

The UHC Day 2023 theme is **Health For All: Time For Action**

It is time to get progress towards health for all back on track.

The United Nations High-Level Meeting on Universal Health Coverage, held on 21 September 2023, reaffirmed that healthy people are the foundation of healthy societies and economies, and that UHC is central to achieving all of the Sustainable Development Goals.

And yet:

- Half of the world's population does not have access to essential health services.
- An estimated 2 billion people face financial hardship due to out-of-pocket health expenses, including 344 million people living in extreme poverty.
- Since the launch of the SDGs in 2015 – even before the COVID-19 pandemic – the expansion of health service coverage had stalled and financial protection had deteriorated.

The pandemic has set countries further back in their journey towards universal health coverage. It has also showed why UHC is so important.

It's time for action.



HEALTH FOR **ALL**:

TIME FOR **ACTION**

UNIVERSAL HEALTH COVERAGE DAY | **12.12.23**

PHOTO CREDITS: WHO



حان وقت العمل

الصحة للجميع:

يوم التغطية الصحية الشاملة | **12.12.23**

PHOTO CREDITS: WHO



人人享有健康:

行动就在当下

国际全民健康覆盖日 | **12.12.23**

PHOTO CREDITS: WHO



SALUD PARA **TODOS**:

ES HORA DE **ACTUAR**

DÍA DE LA COBERTURA SANITARIA UNIVERSAL | **12.12.23**

PHOTO CREDITS: WHO



ЗДОРОВЬЕ ДЛЯ **ВСЕХ**:

ПОРА **ДЕЙСТВОВАТЬ**

ДЕНЬ ВСЕОБЩЕГО ОХВАТА УСЛУГАМИ ЗДРАВООХРАНЕНИЯ | **12.12.23**

PHOTO CREDITS: WHO

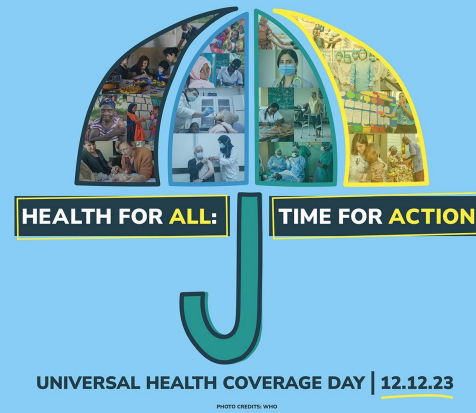


LA SANTÉ POUR **TOUS**:

PLACE À **L'ACTION**

JOURNÉE DE LA COUVERTURE SANTÉ UNIVERSELLE | **12.12.23**

PHOTO CREDITS: WHO



Social media copy

The right to quality health services and financial protection is universal. This #UHCDay, we call on leaders to take immediate steps to achieve #HealthForAll by 2030.

The clock is ticking. The time for action is now.

Half of the world's population still lacks access to essential health services, and almost 25% faces financial hardship due to out-of-pocket health spending. This is a human rights violation.

This #UHCDay, we urge leaders to invest in resilient and equitable health systems.

Health is a fundamental human right.

This #UHCDay, we're calling for immediate global action.

Our goal: Accessible and affordable health services for everyone, everywhere.

The time to act is now.

Everyone has different health needs. But everyone, everywhere, needs quality health services and financial protection.

This #UHCDay, we are holding leaders to account for their commitments made at the #UHCHLM. Turn your words into action and make #HealthForAll a reality by 2030.

SUBTHEMES

This year's five UHC Day subthemes focus on specific actions to get us back on track to achieve universal health coverage by 2030.

Let's remind leaders that it's time to:

Invest in universal health coverage

Strengthen health systems

Expand primary health care

Work across sectors and communities

Promote innovation to reach everyone

INVEST IN UNIVERSAL HEALTH COVERAGE



Health for All: Time for Action
Universal Health Coverage Day | 12.12.23



Investing more and better in UHC benefits all of society, because UHC reduces poverty and promotes equity and social cohesion.

It's time for local, national and global leaders to prioritize financing for health services and financial protection, so that everyone can access quality health services without falling into poverty.

This includes investing in all of the systems that address health and well-being as well as in a well-trained, well-paid health and care workforce.

Social media copy

This #UHCDay, we call on leaders to invest in #UniversalHealthCoverage to:

- Lift people out of poverty
- Protect against public health crises
- Advance the #SDGs
- Ensure the fundamental right to health

We've heard the commitments. Now it's time for action.

To achieve #HealthForAll by 2030, leaders must invest in strong health systems, increase public health financing and lower out-of-pocket costs. Particularly for the poorest and most vulnerable.

This #UHCDay, we urge leaders to adopt national spending targets to make this happen.

Health and care workers are the backbone of a well-functioning health system.

This #UHCDay, we urge our leaders to:

- Increase investments to retain, expand and protect health and care workers
- Ensure decent working conditions
- Address gender pay gaps

STRENGTHEN HEALTH SYSTEMS



Health for All: Time for Action
Universal Health Coverage Day | 12.12.23



The need for more resilient health systems – especially in the face of climate change and increased risk of pandemics – has never been more urgent.

It's time to build equitable and resilient health systems with primary health care as a foundation, and to connect universal health coverage with health security.

This is the best way to protect communities, particularly vulnerable populations, to prepare for and respond effectively to health threats, and to ensure the continuity of essential health services – in crisis and calm.

Social media copy

Stronger health systems based on primary health care are key to reducing inequities, removing barriers to health services, and preventing, detecting and responding to health emergencies.

This #UHCDay, we call on leaders to strengthen health systems to promote #HealthSecurity.

This #UHCDay, we urge leaders to put primary health care at the center of pandemic prevention, preparedness, response and recovery.

This is the best way to ensure continued access to essential health services during outbreaks and to identify and address health threats early.

Climate change is one of the biggest threats to human health. It increases the risk of:

- Infectious diseases
- Natural disasters
- Food insecurity

This #UHCDay, we're calling for stronger health systems that protect everyone, everywhere.

EXPAND PRIMARY HEALTH CARE



Health for All: Time for Action
Universal Health Coverage Day | 12.12.23



Primary health care is the foundation of UHC and people's first line of defense against illness and disease. It is also the most inclusive, cost-effective approach to achieving health for all and protecting communities from health crises.

It's time to expand primary health care interventions, including health promotion and disease prevention, that respond to people's needs throughout their lives, address the determinants of health, and empower individuals, families and communities to take charge of their own health.

Social media copy

#PrimaryHealthCare is the most effective, efficient way to ensure that health policies and services respond to people's needs, in crisis and in calm.

This **#UHCDay**, we call on governments to get **#UniversalHealthCoverage** back on track by investing in primary health care.

This **#UHCDay**, we call on governments to invest in **#HealthForAll** with a primary health care focus.

This includes strengthening the health and care workforce, which is the backbone of every health system.

This is the best way to ensure health services reach everyone, everywhere.

Primary health care can deliver 90% of the essential health services people need.

This **#UHCDay**, we're calling on leaders to increase budget allocations for primary health care.

The time to act is now.

WORK ACROSS SECTORS AND COMMUNITIES



Health for All: Time for Action
Universal Health Coverage Day | 12.12.23



To achieve health and well-being, governments must look beyond health services and address the environmental, social and behavioural factors that affect health.

They must also listen to communities – including people of all ages and genders – and involve them in decision-making processes.

This is the best way to ensure that health policies and programs meet people's needs and leave no one behind.

Social media copy

This #UHCDay, we call on leaders to institutionalize social participation and listen to the voices of local communities, including women, youth and those affected by climate, health and humanitarian crises.

This is key if we wish to ensure the fundamental right to health.

To achieve #UniversalHealthCoverage, communities must be empowered to make informed decisions and participate in decision-making processes affecting their health.

This #UHCDay, we urge leaders to adopt national health policy frameworks with inclusive, participatory mechanisms.

#UniversalHealthCoverage requires collaboration across health priorities and beyond the health sector.

This #UHCDay, we remind leaders to address all of the factors that affect health, including where people live and the way they eat, work and move.

PROMOTE INNOVATION TO REACH EVERYONE



Health for All: Time for Action
Universal Health Coverage Day | 12.12.23



Innovation across the health system – from health care delivery to policy-making and funding – is vital to advancing universal health coverage and overcoming barriers to access, affordability and quality.

It's time to promote innovations that improve the effectiveness and efficiency of our health systems and that protect the health of everyone, everywhere.

Social media copy

Innovation is vital to advancing #UniversalHealthCoverage – from healthcare delivery, technology and policy-making to overcoming barriers to access and affordability.

This #UHCDay, we call on leaders to promote innovation to get us back on track to achieving #HealthForAll.

Everyone's health needs differ. But everyone, everywhere, needs access to quality health services and financial protection.

This #UHCDay, we urge leaders to prioritize new ways of doing things – from health policies and partnerships to community health initiatives.

This #UHCDay, we're calling for greater and more reliable investments in new technologies and digital health.

It's time to promote policies, laws and regulations that improve the cost-effectiveness of health systems and the efficiency of service delivery.

KEY BACKGROUND

High-Level Meeting on Universal Health Coverage

On 21 September 2023, heads of state and government convened at the United Nations General Assembly for the High-level Meeting on Universal Health Coverage, *Expanding our ambition for health and well-being in a post-COVID world*, where they approved the Political Declaration on UHC and re-committed to making health for all a reality by 2030.

During the meeting, Member States unanimously recognized that UHC is fundamental to achieving all of the Sustainable Development Goals, including those related to poverty eradication, access to education, gender equality, climate change and building peaceful and inclusive societies.

They also reaffirmed that the way forward to making progress towards UHC needs to be based on a people-centered primary health care approach.

We've heard the commitments. Now it's time for action.

For more information about the High-Level Meeting: UHC2030.org

Tracking Universal Health Coverage: 2023 Global Monitoring Report

Ahead of the UN High-Level Meeting on UHC, the World Health Organization and World Bank published *Tracking Universal Health Coverage: 2023 Global Monitoring Report*. According to the report, the world is off-track to make significant progress towards UHC by 2030.

Improvements to health service coverage have stagnated since 2015, and the proportion of the population that faced catastrophic levels of out-of-pocket health spending has increased.

Following the launch of the report, the Civil Society Engagement Mechanism for UHC2030 published commentary to highlight civil society perspectives on progress toward UHC and calls to action for governments.

It is time to get progress towards universal health coverage for all back on track. Millions of lives depend on it.

For more information about the 2023 monitoring report: [WHO.int](https://www.who.int), [CSEMOOnline.net](https://csemonline.net)



HEALTH FOR *ALL*: TIME FOR *ACTION*

UNIVERSAL HEALTH COVERAGE DAY 2023