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UHC Day 2023 Campaign Overview

Social Calendar: Key Global Moments

Events in Detail

All source material including graphics are 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

Substack: uhcdayupdates.substack.com
Connecting UHC Day Messaging to Key Global Moments

Beyond health and well-being, UHC also contributes to social inclusion, equality, ending poverty, economic growth and human dignity.

In the lead-up to 12.12, use the following suggested messages to connect with other global moments, like the ones listed here, and strengthen the call for #HealthForAll across sectors and issue areas.

<table>
<thead>
<tr>
<th>GLOBAL MOMENT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>World AMR Awareness Week</td>
<td>18 - 24 November</td>
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<tr>
<td>Conference on Public Health in Africa</td>
<td>27 - 30 November</td>
</tr>
<tr>
<td>COP28</td>
<td>30 November - 12 December</td>
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<tr>
<td>World AIDS Day</td>
<td>1 December</td>
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<tr>
<td>Health Day at COP28</td>
<td></td>
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<tr>
<td>International Day of Persons with Disabilities</td>
<td>3 December</td>
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<tr>
<td>Human Rights Day</td>
<td>10 December</td>
</tr>
<tr>
<td>UHC Day</td>
<td>12 December</td>
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</tbody>
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Event Theme: “Preventing antimicrobial resistance together.”

Explore the [World AMR Awareness Week Campaign Guide](#) and [Campaign Materials](#).

World AMR Awareness Week Hashtags: #AMR #WAAW

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World AMR Awareness Week: 18 - 24 Nov

### Stronger health systems based on primary health care are key to fighting threats like AMR.

This World #AMR Awareness Week, we call on leaders to strengthen health systems to promote #HealthSecurity.

### Tackling #AMR 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. #WAAW

- Explore the CPHIA Social Media Toolkit.

- CPHIA 2023 Handles: Twitter/X: CPHIA_AfricaCDC Facebook: CPHIA.AfricaCDC Instagram: cphia_africacdc

- Select CPHIA 2023 Hashtags: #CPHIA2023 #BreakingBarriers

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**Suggested UHC Day Toolkit Messaging**

- We can't make progress in global health without thinking with a “whole-of-society” approach.

  On the occasion of #CPHIA2023 happening now in Lusaka, we are reminding to world leaders that engaging civil society, community actors, and the private sector is essential to build resilient health systems #UHCDay

- This #CPHIA2023, 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. #UHCDay
Event Theme: This year marks the first-ever Health Day at COP28. Learn more.

Explore COP28.

COP28 Handles: @COP28_UAE List of UN Climate Change Handles

COP28 Hashtag: #COP28

This COP28, 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. #UHCDay

Climate change is one of the biggest threats to human health. It increases the risk of:
- Infectious diseases
- Natural disasters
- Food insecurity

This COP28, we’re calling for stronger health systems that protect everyone, everywhere. #UHCDay
<table>
<thead>
<tr>
<th>Event Information</th>
<th>Suggested UHC Day Toolkit Messaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Event Theme: “World AIDS Day 35: Remember and Commit”</td>
<td>This #WorldAIDSDay, we call on leaders to eliminate barriers obstructing the vital role of community-led organisations in connecting marginalized populations with health services they need #HealthForAll</td>
</tr>
<tr>
<td>● 2023 Campaign Theme: “Let Communities Lead”</td>
<td>Investing in communities is key to ensure the fundamental right to health. #UHCDay</td>
</tr>
<tr>
<td>● Explore the <a href="#">World AIDS Day Social Toolkit</a></td>
<td>To achieve #UniversalHealthCoverage, communities must be empowered to make informed decisions &amp; participate in decision-making processes affecting their health.</td>
</tr>
<tr>
<td>● World AIDS Day Hashtag: #WorldAIDSDay</td>
<td>On #WorldAIDSDay, we urge leaders to adopt national health policy frameworks with inclusive, participatory mechanisms.</td>
</tr>
</tbody>
</table>
Event Theme: “United in action to rescue and achieve the SDGs for, with and by persons with disabilities”

- Explore planned events and resources [here](#).
- International Day of Persons with Disabilities Hashtags: #DisabilityDay #IDPD

To ensure the fundamental right to health for all, leaders must institutionalize social participation and listen to the voices of local communities, including women, youth, and people with disabilities. #DisabilityDay #UHCDay

Stronger health systems based on primary health care are key to reducing inequities and removing barriers to health services for people with disabilities.

This #DisabilityDay, we call on leaders to strengthen health systems to promote #HealthForAll.
Event Theme: “Dignity, Freedom, and Justice for All”

Explore the [Human Rights Day event page](#).

Human Rights Day Hashtags: #humanrights75 #Act4RightsNow

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. #humanrights75

Access to quality and affordable health services is a fundamental human right, not a privilege for a few. #Act4RightsNow and urge leaders to prioritize concrete actions at country, regional and global levels – from health policies & partnerships to community health initiatives. #HealthForAll
Explore the full toolkit

UHC Day 2023 Toolkit for Campaigners