BUILD THE WORLD WE WANT

A Healthy Future for All

CAMPAIGN REPORT 2022

UNIVERSAL HEALTH COVERAGE DAY
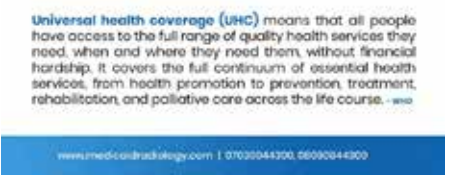
UHC Day 2022 Campaign Report

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I. Campaign Overview

In 2014, the Universal Health Coverage global community started to celebrate 12 December as Universal Health Coverage (UHC) Day to commemorate the day the United Nations General Assembly (UNGA) officially recognized the importance of UHC. Since then, the day has become the annual rallying point for the growing global community for Health for All. On 12 December 2017, UNGA proclaimed 12 December as International Universal Health Coverage Day (UHC Day) by resolution, making it an official UN-designated awareness day.

UHC Day aims to raise awareness of the need for strong and resilient health systems and universal health coverage. Each year on 12.12, UHC advocates raise their voices to share the stories of the millions of people still waiting for the right to health, to call on leaders to make bigger and smarter investments in health and to remind the world that Health for All is imperative to create the world we want.

In 2022, we wanted to set a new tone and feeling for the UHC Day campaign. This year was a pivotal year in the work around UHC: In 2023, the UN will convene a series of high-level meetings on health, including a high-level meeting on UHC. 2022 was thus a unique opportunity to increase engagement with existing voices and bring new voices into the #HealthForAll movement and rally individuals together as we prepare for the road ahead. Given this, the UHC Day 2022 campaign focused on raising awareness on the political choice that UHC presents.

This year's core campaign began earlier than in previous years, with a 12-week program split into three phases. Each phase was designed to create a steady drumbeat toward UHC Day, inviting new audiences to engage in #HealthForAll activities as we approached 12.12.

The 12-week campaign culminated with a virtual rally on 12.12. Each phase provided new content, resources, and ways to engage with the #HealthForAll movement ahead of UHC Day.

● Phase one (9/19-10/18): This phase focused on engaging longtime UHC advocates and reminding partners that UHC began as a grassroots, civil-society driven movement. This phase aimed to create a moment to celebrate the progress toward UHC and remind partners of their previous work and accomplishments.

● Phase two (10/19-11/13): This phase aimed to invite new voices into the conversation and to highlight various stakeholders' roles for action on UHC - focusing on the private sector and youth engagement.

● Phase three (11/14-12/12): The final phase of this year's campaign was designed to mobilize partners to participate in the #HealthForAll movement. This phase culminated in an inaugural virtual rally panel discussion with champions from across the UHC movement.

The multi-stakeholder 12.12. Coordination Group of UHC Day (12.12 CG) —hosted by UHC2030 — focused efforts toward mobilizing partners and engaging new audiences to drive momentum toward #HealthForAll ahead of next year's HLM on UHC. These efforts culminated in a 24-hour virtual rally on 12 December. Key campaign highlights and takeaways include:

- Over **1.5B impressions** on Twitter, reaching **103M users** between 11/28-12/16.
- A reach of **45 million** on Twitter between 11/28-12/16, an increase of **9 million** from 2021.
- Over **10,000 visitors** to the uhcday.org site from **172 countries**.
- **23,544 total pageviews** on the uhcday.org site from 11/28-12/16.
- **111 UHC Day activities and events** from **40+ countries**, an increase of **10 more countrie**s this year than in 2021.
- **1 inaugural Youth Competition** featuring submissions from youth around the world.
- **140+ international articles and blogs** focused on UHC.
- **69 UHC Day champions** shared videos and/or quotes posted on social media and the UHC Day website.
- See Section V for a scan of country engagements around UHC Day.

Looking Ahead: Considerations for 2023

In 2022, the UHC Day campaign sought to drive momentum toward the 2023 High-Level Meeting on Universal Health Coverage, as well as increase global attention toward UHC as the peak of the COVID-19 pandemic waned. The campaign aimed to engage longtime stakeholders and invite new partners to the conversation with a goal of **mobilizing efforts around UHC.**

This was accomplished through activities like the **series of partner calls** at each phase of the campaign; **updating the Resource Mobilization Guide** for 2022, **translating it** into French and

Spanish, and **working with the Civil Society Engagement Mechanism** to develop a series of recorded presentations on how to use the Guide; and **targeting new audiences** such as the private sector and youth organizations.

The **increased number of activities** between 2021 and 2022, **greater number of users** on the uhcday.org microsite, and the **number of youth participants** in the inaugural youth engagement campaign are examples of the impact of our mobilization efforts. In looking toward next year's campaign, there are several opportunities to increase advocacy for UHC as we aim to continue driving momentum toward the 2023 High-Level Meeting on UHC. This could be achieved, for example, through targeting outreach to new audiences such as the private sector and youth organizations; offering the Resource Mobilization Guide in more languages; hosting stakeholder calls to increase campaign visibility and align across the #HealthForAll movement; and further identifying and engaging with issue areas that intersect with UHC. Additionally, there is opportunity to increase engagement with political stakeholders to drive political action on commitments to #HealthForAll by 2030.

II. 2022 Campaign Theme and Narrative Highlights

Following the 2019 United Nations High-Level Meeting on UHC and ahead of its follow-up meeting in 2023, key goals of the 2022 campaign were to **highlight global progress toward UHC** – driven by civil society organizations around the world – and **to remind leaders to act on commitments they have already made** to #HealthForAll by 2030.

The 2022 theme, *Build the World We Want: A Healthy Future for All,* sought to bring this inspiration to life. The global community has made significant strides towards UHC, and we wanted to highlight and celebrate that progress as we continue to encourage leaders to act on ensuring everyone, everywhere, has access to health coverage without financial hardship.

The inspiration for this year's campaign drew from the idea of **blueprints**, which provide an architectural outline and instructions for building. As the COVID-19 pandemic emergency began to slow, this year's campaign sought to encourage multisectoral coordination to rebuild health infrastructures. Additionally, the concept of a blueprint allowed for the infusion of positivity and forward-thinking to drive excitement and momentum toward political action on UHC in 2023.

As in previous years, the sub-themes **equity, investment, and accountability** were again chosen to highlight the call to #LeaveNoOnesHealthBehind and for leaders to #KeepthePromise for achieving UHC by 2030. Additionally, this year, the sub-themes of **healthy environments** and **trust** were chosen to reflect that our surroundings influence our health and to emphasize the importance of public trust in health systems in light of the COVID-19 pandemic and humanitarian and climate crises around the world.

Equity

For health systems to work, they must work for everyone – no matter who they are, where they live, or how much money they have. Equitable health coverage puts women, children, adolescents, and the most vulnerable first because they face the most significant barriers to essential care.

Trust

We all deserve a health system we know will be there for us throughout our lifespan. Trusted health systems provide high-quality services in primary care clinics and hospitals, equip and support frontline community health workers, and offer transparent health.

Healthy Environments

Our health is influenced by the environment in which we live, learn, grow, work and play. These conditions can have a massive effect on our health. UHC goes hand-in-hand with empowering communities to build healthy environments that promote holistic physical, mental and social well-being.

Investment

Investing in #HealthForAll is the backbone of a prosperous society. Increasing public financing for health and reducing out-of-pocket health costs saves lives, builds resilience against pandemic threats, and advances the Sustainable Development Goals beyond health.

Accountability

COVID-19 and overlapping humanitarian and climate crises have made every country's journey to #HealthForAll more urgent. Now is the time for leaders to take action to meet their universal health coverage commitments and for civil society to hold leaders accountable.

III. Digital and Social Media

Visual Identity

The visual identity for the 2022 campaign touched on the notion of *building*. It took notes from the idea of construction paired with references to collaboration and progress. The construction theme was brought to life using a bright blue grid background to denote a 'blueprint.' Then, interacting tiles filled with iconography representing key subthemes for the campaign were added, suggesting to the observer that these building blocks are critical to building the world we want. Having these pieces in a hexagon shape also elicits the idea that they can fit together in flexible, nonstandard patterns and demonstrates the interconnectedness of these elements in helping us achieve the world we want.

This year's brand identity was a hopeful, determined take on the official UHC Day branding, marking a departure from previous years' darker colors and organic shapes. The design featured bright tones from the color palette, and the introduction of hexagon shapes added a modern take on 'building blocks.' The visual identity highlighted that we are halfway to 2030, and although the world has made significant progress toward UHC, there are still areas where we can fill in the blueprint.

The 2022 branding was meant to signify the idea of building clear, actionable progress toward achieving UHC by 2030 and nodded toward the importance of reminding leaders to act on their commitments at the UN High-Level Meeting on UHC in 2023.

In the world we want, 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.
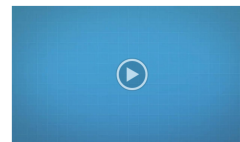
How can we build a healthier future for all?
For UHC Day 2022, we asked health and development leaders from civil society, national governments and multilateral organizations around the world how we can build a healthier future for all. Their responses illustrate what is needed to build the world we want – one where everyone, everywhere has access to essential health services, without financial hardship.

UHC Day Website

The UHC Day campaign microsite (uhcday.org) continues to be the focal point for content and resources around UHC Day. The site features evergreen and timely information about UHC Day. It aims to help users learn about progress towards UHC globally and in their countries, plan their UHC Day Activities, and get excited to take action for Health For All.
Each page features guidance for frontline campaigners, public health decision-makers, and other stakeholders. The Commitments page focused on the political commitments arising from the 2019 High-level Meeting on UHC. It was updated this year to include the latest State of UHC Commitment Report, the 2022 UHC Global Monitoring Reports, and information about the Coalition of Partnerships for UHC and Global Health. The Global Campaign and Toolkit pages provide detailed information about joining the campaign on 12.12 with guidance, suggested messaging, and shareable content to allow individuals from various backgrounds to engage with the campaign material. These pages continued to be the main source of content

and the most popular pages on the site this year. The updates to the campaign continued to build on efforts made in the 2021 campaign. The [Global Campaign](#) page included the **UHC Day Resource Mobilization Guide** with new translations in Spanish and French to help inform advocacy and funding strategies for frontline campaigners.

The [Resources](#) page, added in 2021, created a dedicated space for showcasing partner-generated content and resources from years past. This year, four new resources were introduced: A [UHC Advocacy Letter Template](#) to call on leaders to participate in the 2023 UN High-Level Meeting, available in two different letterheads; a [UHC Factsheet](#); and [Civil Society Perspectives on Reaching UHC](#).

For the first time, the UHC Day website featured a new [Youth](#) page, featuring youth-specific resources and ways to get involved with the Health for All movement. This page served as the hub for information around the inaugural UHC Day Youth Competition. It provided talking points for youth and youth-centered organizations, guidelines on how to write op-eds and letters to political representatives, and information on how to organize a UHC discussion panel. This page will serve as an important hub for youth as we expand and strengthen partnerships with this audience in the future. More information on youth engagement can be found in Section VI.

This year's campaign generated excitement and drive for UHC Day year-round with a new focus on our social media account to drive traffic to our website. The website continuously renewed with new content to bring users back to find additional resources and opportunities to engage with the campaign. Website updates were timed to outreach pushes to 12.12.CG networks, the UHC Day global community, and UHC2030 newsflashes, most notably:
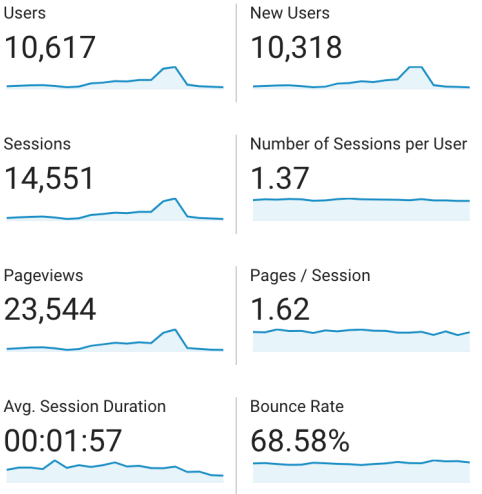1. To reflect the 2022 theme and branding (early September),
2. With the full toolkit content, including key messaging, graphics, and templates (early October), and
3. With the final campaign and virtual rally guidance and heatmap (late November),

We were able to keep engaging stakeholders through a mixed media approach using social asserts, webinars, and key events. The main page would feature new content and then direct people to additional opportunities and resources.

Additionally, the site was updated with promotional graphics and registration information for the two partner calls (mid-September and the end of November, respectively), Twitter Town Hall (mid-October), and the youth discussion panel (mid-November).

Website Analytics

In the final phase of the UHC Day campaign (28 November–16 December), UHCDay.org had **10,617 visitors** with **23,544 total pageviews**, with an average of **1m 57s spent on the site**. Users on the site peaked on UHC Day itself, with **2,371 visitors** and an average session duration of **2m 01s**. While users spent slightly less time on the site this year than last year, there was a significant increase in the overall number of users – including new users – to the UHCDay.org site both during the broad campaign period and on UHC Day itself, reflecting a larger audience reach this year.

Users	New Users
10,617	10,318

Sessions	Number of Sessions per User
14,551	1.37

Pageviews	Pages / Session
23,544	1.62

Avg. Session Duration	Bounce Rate
00:01:57	68.58%

Users came from 172 countries, representing a slight increase from 2021. Countries with the most visitors were:

1. India
2. United States
3. United Kingdom
4. Kenya
5. Nigeria
6. Netherlands
7. Switzerland
8. China
9. France
10. Pakistan

Campaign Toolkit

This year's UHC Day campaign toolkit was full of bold, upbeat graphics and one GIF to help visualize our theme and central narrative. The toolkit featured 5 core graphics, one theme graphic, one general subtheme graphic, and one GIF optimized for Facebook, Twitter, WhatsApp, and Instagram. In line with this year's campaign goals, we created fewer social media messages than in 2021. We focused on a core set of graphics and provided more customizable graphics for audiences to mobilize their networks and customize UHC Day-related materials for their purposes.

All five graphics were made available in all six UN languages for the first time. This suite of graphics allowed individuals to use the campaign's messages in English, French, Spanish, Arabic, Chinese and Russian – to reach a wide range of audiences. Furthermore, design files for

all graphics were also shared with the toolkit, allowing for flexibility and uniformity for campaigners. It also offered advocates the ability to translate the 5 core graphics into more local languages.

Additionally, the toolkit featured an updated Word document, flyer and Powerpoint templates for campaigners to create their materials. The Powerpoint template featured several health icons and hexagon shapes so that users could create their graphics in the style of the official UHC Day branded materials.

This year's toolkit featured topline messages for the five subthemes: Equity, Trust, Healthy Environments, Investment, and Accountability.In addition to the core graphics and messages for the 2022 toolkit, this year's campaign offered additional engagement options for stakeholders. Tools such as custom UHC Day zoom backgrounds, Twitter header banners, and a GIF allowed advocates to display their support of the campaign through several graphic options.

Official International UHC Day Twitter Account

In 2021, the informal UHC Day Twitter (@UHC_Day) account was transitioned to the official International UHC Day handle. In 2022, the content was consistently posted to the account and ramped up to 3-4 Tweets per day during the official UHC Day campaign period,

September-December 2022. In line with the strategic plan developed in early 2022, content featured a mix of

- Explaining UHC Facts and Figures
- Highlighting champions, graphics, and successes from previous UHC Day campaigns
- Featuring toolkit graphics and key messages
- Linking to other official U.N. awareness days to illustrate that UHC intersects with other issues
- Promoting engagement opportunities, including partner calls, subscription to the UHC2030 newsletter, and the global event heatmap

Campaign Analytics

This year, the broad campaign period began in September to coincide with UNGA and drive momentum toward the upcoming high-level meeting on UHC in 2023. Over the broad campaign period, 19 September - 16 December, the @UHC_Day handle posted 372 tweets and garnered an average of 3K impressions per day. Additionally, during this period, the channel gained 536 new followers. From 2021 to 2022, the channel garnered 756 new followers, bringing the total follower count to 9,801.

During the Phase III campaign period, from 28 November to 16 December, social engagement reached 103 million accounts. It garnered 1.5 billion potential impressions, slightly lower than in 2021. This may be due to several factors, including change management impacts at Twitter during this time. However, as shown below, engagement on UHC Day reached new highs, with engagement with @UHC_Day, #UHCDay, and #HealthForAll surpassing performance from 2021.

@UHC_Day Twitter Town Hall Analytics Report

On 3 November 2022, @UHC_Day held a Twitter Town Hall to discuss what is needed to build a healthy future for all through the lenses of equity, trust, healthy environments, investment, and accountability. The following report tracks engagement of the hashtag #UHCTownHall. Participants were asked to directly reply to the posted, using #UHCTownHall, or quote-Tweet the question with their answer.

To promote the Town Hall, we used the following tactics:

- Activated an 8-day social media campaign on Twitter, beginning on 26 October
- Promoted the Twitter Town Hall in several email activations, including:
    - 12.12.CG members to disseminate with their networks
    - A new UHC Day updates blast, disseminated through UHC2030's mailing list and CSEM's mailing list
    - GHS'sHealth For All listserv of ~2,000 organizations/individuals

Highlights

- From 26 October - 4 November, #UHCTownHall generated the following:
    - **947 mentions** on Twitter, trending toward neutral or positive. Mentions peaked on 3 November 2022, with **765 mentions**
    - **3.7 million reaches**
    - **28 million impressions**
    - **261 unique authors**
- Participants from **over 30 countries** engaged with the UHC Day Town Hall.
- Participants also circulated several resources from the broader Health for All community, including information from the UHC2030 [HLM on UHC], [The Lancet Commission on lessons for the future from the COVID-19 pandemic], CSEM's [Civil Society Perspectives on Reaching Universal Health Coverage], and more.

Key Metrics

On 3 November 2022, between 8 am ET and 11 am ET, there were 475 mentions of #UHCTownHall. This measurement window captured any mentions of #UHCTownHall before the chat and after its conclusion.

The top five performing hashtags used were:

- #uhctownhall (947 mentions)
- #uhc (402 mentions)
- #healthforall (243 mentions)
- #healthsystems (159 mentions)
- #primaryhealthcare (140 mentions)

From a list of ten discussion questions posted from @UHC_Day, engagement peaked around the following three, centered on **equity, gender, and community health workers:**

- How do we build health systems that protect everyone, everywhere, in crisis and calm? *(22 likes | 19 RTs | 10 comments)*

- How can we ensure gender-responsive healthcare services?

  (26 likes | 15 RTs | 4 comments)

- How do we respect the role and well-being of community health workers? *(26 likes | 14 RTs | 5 comments)*

Participants

To ground the conversation, the UHC Day team invited **6 core constituency groups**, including CSEM, Global Health Council, and Transform Health, to join a Zoom call during the Twitter chat.

Participants were given a signal when the next discussion question was posted and could also talk through their answers to each question in real time. The goal of this meeting was to ensure that the organizations represented by 12.12.CG members were also represented in this discussion.

Participants from over 30 countries engaged with the UHC Day Town Hall. Additional participants included, but were not limited to:

- The Lancet COVID-19 Commission
- NCD Alliance
- People's Health Movement Tanzania

Key Campaign Highlights
- While social engagement was slightly lower over the Phase III campaign period than in 2021, **engagement on UHC Day reached new highs.**
  - On 12.12.22, we reached **9 million more users** than in 2021.
  - On 12.12.22, we had **10 million more impressions** than in 2021 – meaning that our content was displayed 10 million more times this year than last year.

- 69 UHC champions participated in this year's campaign.
- **57 UHC champion quote graphics** were posted in five Twitter threads and individually **garnered engagement** from individuals and their organizations.
- Additionally, **13 video champions** were posted throughout the 24-hour period, **receiving engagement** from individuals and their organizations.
- On UHC Day, top-performing Tweets came from **@UN**, **@WHO**, **@DrTedros**, **@UNAIDS**, **@WorldHealthSmt**, **@UNGeneva**, **@StopTB**, **@mfespinosaEC** and more.

DATE(S)	REACH	IMPRESSIONS	CONTRIBUTORS	TWEETS
2022				
Mon, 12 December	~45M	~748M	~6.5K	~13K
Sun, 11 Dec – Tues, 13 Dec (Virtual Rally period)	~64M	~1.1B	~12K	~24K
Tues, 6 Dec –Tues, 13 Dec (core 2022 drumbeat week)	~79M	~1.2B	~13K	~27K
Mon, 28 Nov – Fri, 16 Dec (Phase III campaign period)	~103M	~1.5B	~17K	~38K
2021				
Sun, 12 December	~36M	~738M	~6.9K	~13K
Sat, 11 Dec – Mon, 13 Dec (Virtual Rally period)	~64M	~1.1B	~12K	~24K
Mon, 6 Dec – Mon, 13 Dec (core 2021 drumbeat week)	~84M	~1.4B	~15K	~33K
Mon, 29 Nov – Fri, 17 Dec (broad campaign period)	~112M	~1.7B	~21K	~46K

- *Twitter **impressions** are defined as the number of times UHC Day content was displayed on someone's social media feed.*
- *Twitter **reach** is the total number of unique accounts that saw UHC Day content.*
- *Twitter **mentions** are defined as the number of Tweets that used UHC Day-related key terms, such as #UHCDay or "UHC Day 2022."*

Social Media Highlights

People, partners, and organizations around the world engaged through social media on and around UHC Day using various elements of the toolkit and their own organic content. Select highlights include:

Int'l Institute for Primary Health Care - Ethiopia
@IPHCEt

As we mark #UHCDay, with the theme "Build the World We Want, a Healthy Future for All." IPHC-E stays committed towards building stronger and resilient Primary Health Care.

#UHCDay2022 #HealthForAll

#UHCday #HealthForAll.
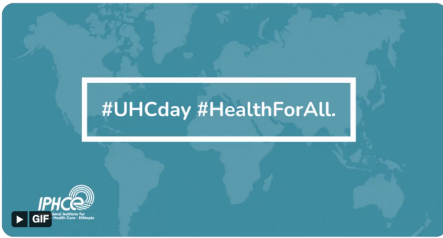
1:40 PM · Dec 12, 2022

Tedros Adhanom Ghebreyesus ✓
@DrTedros

We can all play a part in building the world we want. #UHCDay

> **International Universal Health Coverage Day** @UHC_Day · Dec 12
> Today, 12.12.22, is #UHCDay. @DrTedros, Director-General of @WHO, reminds us that "we can all play a part in building the world we want."
>
> uhcday.org
>
>
>
> ▶ 3,046 views   0:18 / 0:47

2:02 PM · Dec 12, 2022

29 Retweets   1 Quote Tweet   61 Likes

P4H Network
@P4HNetwork

" Il est urgent de mettre en place un système permettant de réduire le paiement des soins par le ménage au moment où il accède à ces soins " @EliseLongang Experte en financement de la santé et protection sociale, Personne Focale P4H au Burundi fb.watch/hmQvgTH0hl/?mi… #UHCDay2022

Translate Tweet

La CSU au Cameroun, vue des yeux d'une Experte int… |...
266 views, 35 likes, 3 loves, 52 comments, 27 shares, Facebook Watch Videos from Treize Degrés à l'Ombre - Santé237: « Il est urgent de mettre en place, un …

1:15 AM · Dec 14, 2022

Amref Health Africa ✓
@Amref_Worldwide

To ensure #UHC and equitable access to healthcare for all, countries should commit to investing in health and local/regional manufacturing infrastructure, and work together to strengthen their positions during negotiations with global partners. #Amref4UHC #AHAIC2023 #UHCDay2022

Universal Health Coverage (UHC) Day

#Amref4UHC #HealthForAll #UHCDay2022

👤 UHC and the Public Good in Africa and 4 others

10:48 PM · Dec 12, 2022

16 Retweets   1 Quote Tweet   30 Likes

UEenMauritanie ✓
@UEMauritanie

Le personnel @UEMauritanie a célébré en ce 12 décembre la Journée internationale pour la Couverture Sanitaire Universelle - L'Union européenne accompagne l'engagement politique de la Mauritanie dans sa volonté d'atteindre la Couverture Santé Universelle d'ici 2030   #UHCDay2022
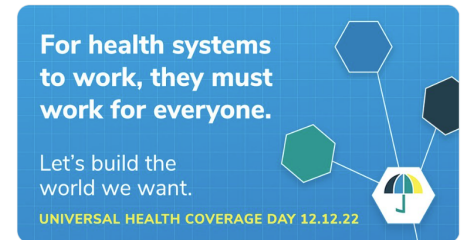
Translate Tweet

👤 Alach ça and 6 others

1:44 PM · Dec 13, 2022

Last Mile Health ✓
@lastmilehealth

#HealthForAll can be the legacy of the COVID-19 pandemic -- if we invest in community health workers and the systems that enable their success.

Let's build the world we want. #UHCDay

For health systems to work, they must work for everyone.

Let's build the world we want.

UNIVERSAL HEALTH COVERAGE DAY 12.12.22

👤 You and 4 others

1:21 PM · Dec 6, 2022
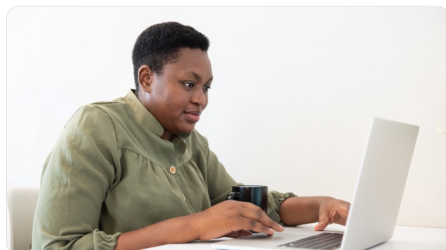
2 Likes

NCD Alliance
@ncdalliance

🤓 A fan of learning platforms like Coursera or EdEx?

💡 Why not try them for learning more about Universal Health Coverage (#UHC) & sustainable development & global health?

Find a great list of courses in @UHC_Day Resource Mobilization Guide👉 pulse.ly/rcjsyd1kf1

@UHC2030

7:42 AM · Dec 15, 2022

2 Retweets   1 Quote Tweet   7 Likes

SameYou
@SameYouOrg

Today is Universal Health Coverage day, and short films about access to quality care for those with brain injuries are welcome for @WHO's 2023 #HealthForAll Film Festival. Emilia was on the jury in 2022. Submit a #Film4health before January 31st at who.int/film-festival #UHCday

SUBMIT YOUR SHORT FILM

CATEGORY DEDICATED TO
UNIVERSAL HEALTH COVERAGE

HEALTH FOR ALL
The Film Festival

www.who.int/film-festival

12:45 AM · Dec 12, 2022

MSH
@MSHHealthImpact

MSH EVENT: How do we ensure community involvement in the design of #primaryhealth care systems? Join us on Dec 15 at 8:30am ET for an expert panel discussion on #PHC as the foundation of achieving #UHC. msh-org.zoom.us/webinar/regist… @DianaFrymus

PRIMARY HEALTH CARE:
THE FOUNDATION of
UNIVERSAL HEALTH COVERAGE

MODERATOR   SPEAKERS

Dr. Dan Schwarz   Diana Frymus   Dr. Jeff Markuns   Rosemary Mburu   Dr. Serge Raharison
Associate Vice President, Global   Director of Accelerating Primary   Executive Director of Primary   Executive Director,   Chief of Party, ACCESS
Health Systems Innovation, MSH   Health Care Collaborative, USAID   Health Care Performance Initiative   WACI Health   program, Madagascar, MSH

THURSDAY   DECEMBER   15ᵀᴴ   8:30-10:00AM ET

👤 WACI Health and 3 others

9:01 AM · Dec 2, 2022

6 Retweets   1 Quote Tweet   9 Likes

IV. Events and Actions

Ahead of the UN High-Level Meeting on UHC in 2023, this year's UHC Day campaign focused on calling on world leaders to act on their commitments and galvanizing government support for implementing UHC. The campaign heavily emphasized the critical role of civil society organizations in advancing the UHC agenda. The UHC Day 2022 campaign highlighted past progress and outlined steps that need to be taken to achieve UHC for everyone, everywhere.

Partner Kickoff Call

In line with the campaign goal of highlighting past UHC Day accomplishments, the UHC Day 2022 campaign brought back the partner call. **Over 300 individuals and organizations, spanning nonprofits, governmental organizations, the private sector and more**, **registered for the call.** On September 19, 2022, coinciding with the second week of UNGA, core constituencies were invited to join a webinar to discuss key campaign information. This included an unveiling of the 2022 campaign theme and narrative, a demonstration on using the Resource Mobilization Guide and other new resources, and information on submitting UHC Day events. The goal of this call was to build a foundation of core #HealthForAll advocates, ensure that longtime partners' feedback and ideas were incorporated into the UHC Day 2022 planning processes and develop a steady drumbeat toward 12.12.22.

Global Heatmap

For the 2022 campaign cycle, **110+ activities** across more than **40 countries** were submitted to the UHC Day global heatmap. These events represent actions taken by civil society organizations, NGOs, think tanks, and academic/professional associations and networks. Organizations engaged with UHC Day by hosting in-person events, organizing social media campaigns, and reporting/publishing new data or content, such as blog posts. Heatmap submissions included:

- **44 virtual events**, including panel discussions, fireside chats, seminars, and lectures, mainly addressing the importance of UHC ahead of the 2023 High-Level Meeting. Events focused on the progress and challenges, heightened inequities after the COVID-19 pandemic, healthcare financing solutions, and youth's role in shaping the UHC movement's future.
- **47 in-person events, including symposiums, press conferences, workshops, and political roundtables.**
- **43 social media campaigns across Twitter, Facebook, Instagram, YouTube, and WhatsApp to raise awareness and advocate for UHC.**

- **One global Virtual Rally, held as a flagship UHC Day event. The Virtual Rally included two-panel discussions.**

Virtual Rally

The inaugural virtual rally on 12.12.22 culminated 2022's global UHC Day advocacy and activities. This year's virtual rally featured a flagship panel event, which included two separate conversations moderated by **Amy Boldosser-Boesch,** Senior Director and Practice Area Lead for Health Policy, Advocacy & Engagement and Senior Director for Integrated Health Care at MSH:

- Panel 1 featured **H.E. Mr. Vathayudh Vichankaiyakij,** Thailand's Deputy Representative to the United Nations and **Dr. Yogan Pillay**, country director, South Africa, Clinton Health Access Initiative
- Panel 2 featured **Maria Fernanda-Espinosa**, President of the 73rd U.N. General Assembly *and* **Dr. Ying-Tsun Chen,** Chairperson of Public Health for the International Pharmaceutical Students' Federation

This year, the #UHCDay Virtual Rally built upon 2020 and 2021's success in maintaining an inclusive and accessible campaign, with a sharper focus on the need for equitable health systems that leave no one behind. Advocates around the world rallied in their time zones on 12.12.22, mobilizing in a variety of digital and in-person ways through three distinct engagement pathways: Ask, Amplify, and Act.

1. **Ask**
   Make your voice heard – ask governments, world leaders, and those in power to act on their commitments to achieve universal health coverage.
2. **Amplify**
   Tell the world why #HealthForAll matters – write a message or take a video explaining why UHC is important to you and why health systems must leave no one behind.
3. **Act**
   Rally for what's right – take action and hit the streets, or screens, on 12.12 in any way you can.

Event and Activities Highlights

Action Girls Foundation (AGF, Tanzania) hosted and moderated a virtual event about the importance of involving young people in local health governing bodies so that young people can be informed about the state of global health security and communicate their needs.

Pandemic Periods and Girls Health Ed (UK) curated a virtual event that explored the intersection between UHC and sexual and reproductive health rights, specifically menstrual health. This global discussion featured diverse voices who are committed to the UHC theme of Build the World We Want: A Healthy Future for All.

Ageing Nepal conducted an awareness session on Rights and Health Issues of Older Persons at Kisipidi Senior Citizens Day Care Center in Chandragiri Municipality. Chairperson of the ward, Mr. Rajendra Maharjan; Head of Social Development Department of the Municipality, Ms. Rashmi Shrestha; Municipal Executive Committee Members; Ward Members and local senior citizens attended the session.

WHO SEARO (India) organized an art competition with the theme "UHC WE WANT" urging youth to provide art submissions in three categories-- Painting/Drawing; Photography & Short-film making. The submissions shall be judged by an expert panel and prizes shall be given to the winners.
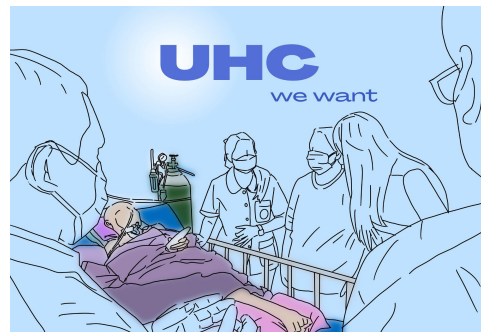
[CARAM Asia](#) (Malaysia) carried out a Research Project on Universal Health Coverage (UHC) for Migrants in Four South Asian Countries (Bangladesh, Sri Lanka, Pakistan and Nepal) to bring light to progress on the implementation of Universal Health Coverage in the respective countries. CARAM Asia partners in a series of videos present the research findings.

Curarse en Salud (Mexico) hosted a virtual discussion on the difficulties of access to health in rural Mexican populations and its impact on the quality of life.

Management Sciences for Health **(United States)** hosted a virtual panel discussion on primary health care as the foundation of achieving universal health coverage.

Mamaye (Kenya) coordinated grassroots civil society organizations and media to convene a peer-to-peer learning event. This event highlighted the role of CSOs and media in promoting accountability for women, girls', and children's health. The virtual event provided a chance to share learning on best practices, approaches, and tools that can support advocates as they sustain momentum to ask governments to deliver on their Universal Health Coverage (UHC) commitments.

The Community Health Impact Coalition (South Africa) organized a social media campaign highlighting the nexus of UHC and community health workers.

[Rare Diseases International](https://...) **(France)** partnered with the Civil society Engagement Mechanism of UHC2030 to call for Universal Health Coverage (UHC) for the over 300 million Persons Living with a Rare Disease around the globe. Expert speakers proposed actions needed to make UHC a reality for all. Attendees heard from rare disease civil society groups in Africa, Latin America, Asia, and Europe that covered various topics. The panelist shared successes and best practices that have worked in their regions since the adoption of the UN Political Declaration on UHC (2019) and the UN Resolution on Persons Living with a Rare Disease and their Families (2021).

V. Government, UN, and Champion Engagement

Ahead of the high-level UN meeting on UHC in 2023, the engagement of global decision-makers was a central vein of the 2022 UHC Day campaign. Actions at the global and local levels helped demonstrate a broad swath of support for UHC and spur leaders to maintain commitments to achieving Health for All.

Assistant Secretary Loyce Pace ✔
@HHS_ASGA

As we rebuild and recover from COVID-19, we are working to build more resilient, accessible, and equitable health systems to anticipate and respond to the next crisis #UHCDay #HealthForAll

4,887 views 0:00 / 0:37

3:27 PM · Dec 12, 2022

22 Retweets   2 Quote Tweets   155 Likes

Senator Dr Sania Nishtar ✔
@SaniaNishtar

From COVID-19 to devastating climate shocks, it's never been more important for the government to invest in quality health services and a social safety net, which prevents people falling into poverty when they access health. #UHCDay #Ehsaas

5,108 views 0:01 / 0:14

9:52 AM · Dec 12, 2022

100 Retweets   1 Quote Tweet   383 Likes

Ministry of Health ✔
@MoHFW_INDIA

Union Health Minister Dr @mansukhmandviya & Shri @myogiadityanath ji Chief Minister, UP awarded best performing States/UTs for their significant achievement of HWCs operationalisation on closing day of Health Ministers' conclave to celebrate #UHCday, 2022 at Varanasi.

👤 PMO India and 6 others

11:09 PM · Dec 10, 2022

22 Retweets   1 Quote Tweet   97 Likes

Philippine Mission to the UN ✔
@PHMissionNY

PH 🇵🇭 and Hungary 🇭🇺 highlight the importance of water, sanitation and hygiene #WASH services in healthcare facilities, as foundation for strong health systems and to achieve universal health coverage #UHC by 2030 #SDGs #SDG3 @DFAPHL @DOHgovph

> 🇭🇺 **HUN Mission to UN** @HUNMissionToUN · Dec 8, 2022
> It was our pleasure to host a reception at the 🇭🇺 Mission marking a year since the establishment of the Group of Friends of WASH in Health Care Facilities in cooperation w/ @PHMissionNY @WHO @JapanMissionUN @SAMissionNY Let's continue to raise awereness of this important issue!

8:52 AM · Dec 9, 2022

1 Like

UEenMauritanie ✔
@UEMauritanie

Le personnel @UEMauritanie a célébré en ce 12 décembre la Journée internationale pour la Couverture Sanitaire Universelle - L'Union européenne accompagne l'engagement politique de la Mauritanie dans sa volonté d'atteindre la Couverture Santé Universelle d'ici 2030   #UHCDay2022
Translate Tweet

👤 Alach ça and 6 others

10:44 AM · Dec 13, 2022

3 Retweets   9 Likes

Governments

16 governments promoted universal health coverage in their countries on this year's UHC Day. *Please note: this number was captured by manual searches of country announcements on traditional and social media and thus may not capture the true extent of all country engagements for UHC Day.*

Cuba	● Cuban Public Health Minister Jose Angel Portal reaffirmed the country's willingness to share its experience with other nations to advance equality worldwide.
European Union Delegation to the Islamic Republic of Mauritania	● The European Union Delegation to the Islamic Republic of Mauritania celebrated UHC Day and reaffirmed its support for Mauritania's desire to achieve UHC.
Gambia	● The Gambia celebrated its first-ever UHC Day. The country's deputy director of Planning and Information at the Ministry of Health, Haddy Badjie, noted that Gambia has made significant strides towards the attainment of UHC by passing the National Health Insurance Bill.
Ghana	● The Ghanaian Minister of Health, Mr Kwaku Agyeman-Manu, attended the 2022 International Universal Health Coverage celebration in Accra and emphasized that Ghana is on track to achieve UHC through the implementation of the UHC roadmap (2020 - 2023). ● At a seminar organized by Nationwide Insurance in honor of UHC Day, the company's CEO emphasized the importance of private sector participation in the realization of UHC.
Hungary	● The Hungarian Mission to the UN highlighted the importance of WASH and sanitation services in achieving UHC.
India	● India's Union Ministry of Health & Family Welfare organized a two-day conclave in commemoration of UHC Day.

	● Speaking at the conclave, Governor Anandiben Pate praised Ayushman Bharat Health and Wellness Centres, which provide free and comprehensive primary health care to communities around the country.
Nigeria	● The Delta State Contributory Health Commission partnered with Nigeria Health Watch for a video update on the progress and status of the Delta State Contributory Health Scheme. This health insurance scheme was launched in 2017.
Pakistan	● Pakistani Senator Dr Sania Nishtar called on the government to invest in social safety nets that prevent people from falling into poverty when they access healthcare.
Philippines	● The Philippines Mission to the UN highlighted the importance of WASH and sanitation services in achieving UHC.
South Africa	● The South African Minister of Health, Dr Joe Phaahla, MP delivered a speech in which he stressed the need for a people-centered comprehensive approach to healthcare and affirmed his commitment to achieving UHC.
United Kingdom	● The UK Minister of State (Development & Africa) stated his support for Health for All, adding that UHC builds global resilience and keeps pandemics at bay.
United States	● Assistant Secretary of Health and Human Services Loyce Pace affirmed the administration's commitment "to building a future that is more equitable and more accessible when it comes to healthcare, health services and health overall."

UHC Champion Campaign

This year's UHC champion series comprised **69 high-level government officials, civil society leaders, frontline workers and youth, including Director-General of the WHO, Dr. Tedros Adhanom Ghebreyesus**. Of these, **13 participated in our champion video campaign** and **57**

submitted quotegraphics, all sharing with the world personal messages about what #HealthforAll means to them, their countries and their communities. The Group of Friends of UHC was a driving force behind securing participation by government officials. In total, **16 national and government leaders** participated in the campaign. Additionally, for the first time, the UHC champion campaign included the participation of **12 youth**, each of whom submitted a quotegraphic.

All quotegraphics and individual videos were shared through the @UHC_Day Twitter handle, and champions shared their individual quotegraphics and videos across social media.

Health and Development Champions

- [Agnes Binagwaho](#) (Retired Vice Chancellor, University of Global Health Equity)
- [Ahmed Al Mandhari](#) (Regional Director, WHO Eastern Mediterranean)
- [Akihito Watabe](#) (Program Manager, UHC 2030, WHO)
- [Ali Hasnain](#) (Senior Officer, Policy, Advocacy & Financing, United for Global Mental Health)
- [Allison Becker](#) (WHO Goodwill Ambassador and Professional Footballer)
- [Amy Boldosser-Boesch](#) (Senior Director & Practice Area Lead, Healthy Policy, Advocacy & Engagement, Management Sciences for Health)
- [Arthur Onyango](#) (Advocacy & Partnership Officer, TINADA Youth Organization)
- [Brahm Press](#) (Chairman, Board of Directors, CARAM Asia)
- [Carissa F. Etienne](#) (Director, PAHO)
- [Didier Drogba](#) (WHO Goodwill Ambassador and Professional Footballer)
- [Elhadj As Sy](#) (Chair of the Board, Kofi Annan Foundation, UHC Movement Political Advisory Panel)
- [Eliana Monteforte](#) (Adviser, CSEM & UHC2030)
- [Emilia Saiz](#) (Secretary General, United Cities and Local Governments, UHC Movement Political Advisory Panel)
- [Festo Wang'ele](#) (Senior Advocacy and Policy Coordinator, Kenya Office, Save the Children)
- [Gabriela Cuevas Barron](#) (Co-Chair, UHC2030 Steering Committee)
- [Gina Agiostratidou](#) (Director, Type 1 Diabetes Program, Helmsley Charitable Trust)
- [Hans Henri Klug](#) (Regional Director, WHO Europe)
- [Harjyot Khosa](#) (Senior Technical Adviser, Business Development and Resource Mobilization, International Planned Parenthood Federation)
- Helga Fogstad [quote card](#) and [video](#) (Executive Director, PMNCH)

- [Ilona Kickbusch](#) (Chair, International Advisory Board, Global Health Centre, Graduate Institute for International and Development Studies, Geneva, UHC Movement Political Advisory Panel)
- [Japanese CSO Network](#)
- [Jimmy Nzau](#) (Global Medical Director, Pathfinder International)
- [Lucica Ditiu](#) (Executive Director, Stop TB Partnership)
- [Jagan Chapagain](#) (Secretary General, IFRC)
- [Javier Luis Hourcade Bellocq](#) (Editor, LAC Key Correspondent Team)
- [Jeff Markuns](#) (Executive Director, PHCPI)
- [Joy Phumaphi](#) (Executive Secretary, the African Leaders Malaria Alliance and Co-Chair, Global Preparedness Monitoring Board, UHC Movement Political Advisory Panel)
- [Justin Koonin](#) (Co-Chair, UHC 2030 Steering Committee)
- [K Srinath Reddy](#) (President, Public Health Foundation of India)
- [Katie Dain](#) (CEO, NCD Alliance)
- [Maxwell Antwi](#) (Country Director, PharmAccess Foundation)
- [Nísia Trindade Lima](#) (President, Fiocruz)
- [Nupur Lalvani](#) (Founder, Blue Circle Diabetes Foundation)
- [Pauline Irungu](#) (Global Policy and Advocacy Adviser, PATH)
- [Peter Sands](#) (Executive Director, the Global Fund)
- [Prisca Chisala](#) (Director, Programs & Development, Red Cross Society, Malawi)
- [Salim S. Abdool Karim](#) (Director, CAPRISA)
- [Sebastian Arias](#) (Global Policy Leader, Rocha)
- [Smitha Sadasivan](#) (MSSI Chennai Chapter, UHC for India)
- [Tedros Adhanom Ghebreyesus](#) (Director General, WHO)
- [Waiswa Nkwanga](#) (Senior Technical Advisor, CSEM)
- [Yacine Djibo](#) (Executive Director, Speak Up Africa)
- [Zahedul Islam](#) (Director, Treatment, Procurement and Supply Alliance for Public Health)

Governments and Permanent Missions to the UN
- [Andrew Mitchell](#) (MP, Minister of State, Development & Africa, United Kingdom)
- [Mme. Anne-Claire Amprou](#) (French Ambassador, Global Health)
- [Ambassador Antje Leendertse](#) (Permanent Representative, Permanent Mission of Germany to the UN)
- [Ambassador Antonio M. Lagdameo](#) (Permanent Representative, Permanent Mission of Philippines to the UN)

- [Azhar Giniyat](#) (Minister of Healthcare, Republic of Kazakhstan)
- [Burhan Gafoor](#) (Permanent Representative, Permanent Mission of Singapore to the UN)
- [Eamonn Murphy](#) (Deputy Executive Director, Programme Branch, UNAIDS)
- [Fawzia bint Abdulla Zainal](#) (Senator, Council of Representatives, Pakistan, UHC Movement Political Advisory Panel)
- [Keizo Takemi](#) (Member of the House of Councillors, Japan, UHC Movement Political Advisory Panel)
- [María Fernanda Espinosa Garcés](#) (President, 73rd Session of the UN General Assembly, UHC Movement Political Advisory Panel)
- [Marcelo Queiroga](#) (Ministro de Saúde, Brazil)
- [Martin Hermann](#) (Permanent Representative, Permanent Mission of Denmark to the UN)
- [Rossana Maria Briceño](#) (Special Envoy for the Development of Children and Families, Government of Belize)
- [Sania Nishtar](#) (Member of the Senate, Pakistan, UHC Movement Political Advisory Panel)
- [Suriya Chindawongse](#) (Permanent Representative, Permanent Mission of Thailand to the UN)
- [Vytenis Povilas Andriukaitis](#) (Former European Commissioner, Health Food and Safety, UHC Movement Political Advisory Panel)

Youth UHC Champions
- [Audrey Wong](#) (PGY1 Pharmacy Resident, Saint Joseph Health System)
- [Farwa Fayyaz](#) (Pharmacy Student, Hamdard University, Islamabad Campus)
- [Kathya Lucero Huertas Castillo](#) (Pharmacy Student, National University of Trujillo)
- [Kiandokht Khosravi](#) (Pharmacy Student, Semmelweis University)
- [Muhammad Muzammil](#) (Pharmacy Student, Hamdard University, Islamabad Campus)
- [Reem Abdelrahim](#) (Student, Master of Science in Medicine)
- [Sarah Neggazi](#) (Pharmacy Resident, University of Algiers)
- [Srikandi Ayu Hadi](#) (Pharmacy Student, Godjah Mada University)
- [Su Hyun Hong](#) (Pharmacy Student, Goethe University)
- [Ureh Dibani Okoroafor](#) (Pharmacy Student, University of Port Harcort)
- [Zainab Amin](#) (Pharmacy Student, Sudan University of Science and Technology)
- [Zhinya Kawa](#) (Pharmacist, Kurdistan Region)

VI. Youth Engagement

To expand our audience reach and engage new sectors in the #HealthForAll movement, this year's campaign featured an inaugural youth outreach campaign. One of the goals of the UHC Day 2022 campaign was to engage young people in the UHC movement. The campaign created moments to foster conversation about UHC's intersections with other issues that young people are already engaged with, such as mental health, climate change and other areas.

Youth were invited to a youth kickoff call, explaining the history and importance of UHC Day and its intersections with other issue areas, as well as a youth discussion panel. Youth were also invited to participate in activities ranging from encouraging young people to amplify UHC messaging to providing them with resources to organize panel discussions with public health experts to reserving a seat for youth at high-level talks on UHC Day. The broad range of activities helped to create entry points for young people to be a part of the campaign. This work fell into three main areas, an opening youth introduction session, a webinar panel specifically on the interest of UHC and prominent issues for young people, and finally, a youth competition.

 The UHC Day 2022 campaign organized a **first-ever UHC information session tailored explicitly to youth audiences**. The session included a brief overview of UHC, focused on why UHC is a youth issue and how it feeds into various aspects of young people's health and well-being. The session also served as an opportunity to receive feedback from young people to inform youth engagement in this year's UHC Day campaign and to build on these efforts in future years. This year's pilot program allowed us to begin building a youth outreach list and connect with youth eager to integrate UHC into other advocacy areas. We look forward to strengthening the UHC Day youth network and identifying key UHC youth champions in future years.

Youth Panel
In mid-November, youth were invited to a discussion panel featuring four youth activists from different advocacy backgrounds (climate change, sexual and reproductive health, LGBTQ+ rights, and mental health). A young UHC advocate also moderated the discussion. Young people from **25 different countries** were in attendance. Panelists offered insights on how their areas interact with UHC and how the UHC movement could create opportunities for young

people to engage. Young people were eager to engage with the youth-specific resources we created (i.e., How to host a UHC Day panel).

Youth Competition

The UHC Day 2022 Campaign also launched the UHC Youth Competition to invite young people to participate in a broad range of activities supporting UHC. The competition took place over four weeks and encouraged participants to complete activities with three tiers of prizes depending on activity type/engagement level. Each prize tier required various levels of engagement and corresponded with different sets of offerings for competitors. Competitors were provided guidance documents and sample temples to help inform their submissions. These resources for the competition are uploaded on the website for general use on our Youth page.

The inaugural competition received three individual submissions and one group submission, culminating in cooperation from twelve young people from across the globe. In addition to writing and amplifying social content and attending UHC-related events, young people's submission to the UHC Day Youth Competition included:

- Reem Abdelrahim submitted an animated video providing an overview of UHC Day, its goals and ways to support the campaign.
- Students from the International Pharmaceutical Students Federation (IPSF) submitted a video providing an overview of UHC, its importance and related messaging in different languages.
- Students from IPSF organized a joint virtual panel with PAHO and the International Federation of Medical Students (IFMS).
- Su Hyun Hong, a member of IPSF, wrote a letter to the German Health Minister, urging him to strengthen partnerships and collaboration towards the implementation of UHC.

Video created by Reem Abdelrahim for the UHC Day Youth Competition

Joint webinar organized by PAHO, IPSF, and IFMS in support of UHC

Video created by IPSF students in support of UHC and for the UHC Day Youth Competition

VII. News, Announcements & Reports

News and Media Highlights

As in past years, governments and organizations timed major announcements and launches of new content or services to UHC Day.

- Despite a media landscape saturated with news of the outbreak of war in Ukraine, management changes at Twitter, and ongoing coverage of the COVID-19 pandemic and "tripledemic" of COVID-19, RSV, and flu, UHC Day managed to garner **at least 141 pieces of media coverage** (including earned media, broadcast segments, op-eds, editorials, press releases, statements, and journal articles).
- In-country and regional media were again prominent, with articles highlighting new UHC initiatives, events, and progress on achieving universal health coverage. Notable highlights included coverage of:
  - **Nigerian** Edo State governor, Mr. Godwin Obaseki, pledged to sustain ongoing reforms in the health sector to facilitate UHC for all. ([Nigerian Observer](#))

- **Ghana's** Minister of Health, Mr. Kwaku Agyeman-Manu, gave a speech reiterating the government's commitment to the delivery of quality and client-centered health services. ([Ghana Business News](), [GhanaToday](), [AllAfrica]())
    - Several pieces were published around the global health agenda set by **India, the president of the G20**; UHC is at the top of the priority list. ([ABP News Bureau](), [Indian Express]())
- Several organizations issued press releases and statements of support for UHC tied to the day. There were at least **19 press releases** issued from stakeholders such as WHO, WHO Europe, WHO EMRO, WHO/IPU, and Vanguard. Two notable releases were:
    - [The UN]()'s press release on the *Be Active: Bring the Moves for Health For All* **event at the World Cup semi-finals,** co-hosted by FIFA, WHO, the Education Above All Foundation (EAAF) and Qatar's Ministry of Public Health (also covered by [FIFA]()).
    - [WHO and the EU]()'s statement reinforcing their partnership on UHC, **including an additional contribution from the EU of €125 million for the continuation of WHO's assistance to its Member States over the next five years, implemented through the Universal Health Coverage Partnership.**
- At least three journal articles were published around UHC Day:
    - [BMC Public Health](): "Inequality in prevalence, awareness, treatment, and control of hypertension in Iran: the analysis of national households' data," authored by Mahdi Mahdavi, Mahboubeh Parsaeian, Farshad Farzadfar, Efat Mohamadi, Alireza Olyaeemanesh & Amirhossein Takian.
    - [The Lancet Regional Health: Western Pacific:](): "Trends and projections of universal health coverage indicators in China, 1993–2030: An analysis of data from four nationwide household surveys," authored by Yuanyuan Li, Chunfeng Zhang, Peng Zhan, Hongqiao Fu & Winnie Yip.
    - [The Lancet Global Health](): "Universal health coverage is the vital link when health care is a public health good," authored by Arian Hatefi.

News Reports

- The **World Health Organization** marked UHC Day with the release of several major reports and documents:
    - **PAHO and the Institutional Repository for Information Sharing** published the report, "[Building Resilient Health Systems to Advance toward Universal Health]()

in the Americas: Lessons from COVID-19," providing an overview of different health systems in the Americas and the impacts of the COVID-19 pandemic.

- ○ **WHO and the Inter-Parliamentary Union** released "The path towards universal health coverage,"
- ○ **WHO and the United Nations' Special Programme of Research, Development and Research Training in Human Reproduction** published the landmark "Family planning and comprehensive abortion care toolkit for the primary health care workforce" toolkit and corresponding video, outlining key competencies for health workers.
- ○ **WHO** published a meeting report, "Global spending on health: rising to the pandemic's challenges," analyzing health spending in 2020 and providing recommendations for sustaining public health investments.

- **UHC2030** released an updated country profile and UHC data portal, which provides data sets and data visualization on health systems and the state of UHC commitment for 139 countries.
  - ○ **CSEM** released the report "From Commitments to Action: Civil Society Perspectives on Reaching Universal Health Coverage," a summary of results from 19 focus group conversations on issues that governments and other decision-makers should address to ensure UHC policies are inclusive and equitable.

- **Women in Global Health** published "Her Story: Ending Sexual Violence and Harassment of Women Health Workers," the culmination of the #HealthToo research project and online platform.
- **The Elders** released a new charter, "Nobody left behind: equitable, sustainable and inclusive Universal Health Coverage for all," examining how UHC policies are constructed and how to ensure policies are inclusive and equitable.

VIII. APPENDIX: Media Coverage List

Opinion and Commentary:

- **Singapore,** *Today Online***:** Making universal health coverage a reality for more people in Singapore (Nikita Kanumoory Mandyam, Capucine Barcellona, Researcher, The Leadership Institute for Global Health Transformation – 12 Dec)

- *WHO SEARO*: [Prioritize patient safety in quest to achieve universal health coverage](#) (Dr. Poonam Khetrapal Singh, Regional Director, WHO South-East Asia Region – 23 Nov)
- **Global, *Devex***: [Value-based health care could be the key to achieving UHC](#) (Nicole Spieker, CEO, PharmAcces – 12 Dec)
- **Global, Gavi**: [Building the world we want: What does Universal Health Coverage mean?](#) (Anamaria Bejar, Director of Public Policy Engagement, Gavi – 12 Dec)
- **Global, FP2030:** [Finding the nexus between Family Planning and Universal Health Coverage](#) (Adebiyi Adesina, Director of Health Financing and Systems Strengthening, PAI and Cate Nyambura, Partnerships Consultant – 12 Dec)
- **Nigeria, *The Punch***: [Importance of sensitisation to universal health coverage](#) (Victor Emejuiwe, Programme Manager, Centre for Social Justice – 13 Dec)
- **Nigeria, *The Punch***: [Universal Health Coverage Day: A call to leaders to invest in health systems](#) (Moriam Adesola Adegbite, Global Health Researcher and writer and 400 level Pharmacy student at the University of Ilorin – 12 December 2022)
- **Bangladesh, *Financial Express***: [What is 'access' to healthcare?](#) (Hasnat M Alamgir, Professor and Chair of Public Health, International University of Business Agriculture and Technology – 30 Dec)
- **India, *The Shillong Times***: [Public health suffered with rising costs and privatisation push](#) (Dr. Gyan Pathak – 28 Dec)
- **Global, Save the Children**: [Healthcare should not be a privilege: We need strong, integrated health & social protection systems now](#) (Marionka Pohl, Head of Policy and Advocacy, Health and Nutrition, Save the Children International and Linda Karungi, Advocacy & Communications Manager, Rwanda & Burundi Country Office — 11 Dec)
- **Global, *Devex***: [Why climate-resilient health systems are key to health for all](#) (Lauren Moore – 12 Dec)
- **Global, *Politico***: [In 2023 G20 and G7 must empower nations to build universal health coverage](#) (Alan Donnelly, Convenor, The G20 Health and Development Partnership – 13 Dec)
- **India, *The Pioneer***: [Universal health coverage: India needs big push](#) (C Mohanty, Associate Professor, IIT Roorkee and Milind K Yadav, Senior Research Scholar, IIT Roorkee)
- **Global, *Health Policy Watch***: [Time to Bring the Full Picture on Women's Health into Focus](#) (Jane Madden, Chri, The Fred Hollows Foundation and Emma Feeny, Global

Director of impact & engagement, George Institute for Global Health and Monika Arora, Vice President, Public Health Foundation of India and President-Elect, NCD Alliance)

- **India, *BizzBuzz*:** [Universal health coverage: A move towards health for all](#) (Kamal Narayan Omer, CEO, IHW Council)
- **Nigeria, *The Sun Nigeria*:** [Primary health care and universal health coverage](#) (Eze Onyekpere – 23 Dec)

Earned Media:

- **India, *Sambad English*:** [UHC Day 2022: Odisha Bags 1st Prize For Highest Number Of ABHA IDs Generated During Campaign](#) (Sambad English Bureau – 10 Dec)
- **India, *Current Affairs, Adda247*:** [Celebration of "Universal Health Coverage (UHAC) Day 2022" in Varanasi](#) (Sumit Arora – 9 Dec)
- **India, *Economic Times*:** [Health Minister Mansukh Mandaviya takes bicycle ride in Varanasi, appeals to use cycle for commuting to nearby place](#) (11 Dec)
- **Global, World Economic Forum:** [Will universal health coverage deliver health for all by 2030?](#) (Patricia Monthe – 12 December)
- **Nigeria, *This Day*:** [Public Health Emergencies as Catalyst for Financing UHC](#) (Sunday Ehigiator)
- **Nigeria, *Daily Trust*:** [UHC: Governors Seek More Funding For Basic Health Care](#) (18 Nov)
- **India, *Express Healthcare*:** [Universal Health Coverage Day: Using technology to increase access to diabetes care](#) (12 Dec)
- **India, Dajji World:** [Universal Health Coverage -- the Move Towards #HealthForAll](#) (Kamal Narayan Omer – 12 Dec)
- **Jammu and Kashmir, *Greater Kashmir*:** [Universal Health Coverage Day 2022 | J&K bags 1st prize in ABHA account generation, 2nd in teleconsultation](#) (10 Dec)
- **Iran, *Tehran Times*:** [Build the world we want!](#) (Faranak Bakhtiari – 11 Dec)
- **Afghanistan, *Tolo News*:** [Afghan Needs Considered on Universal Health Coverage Day](#) (Nazir Shinwari – 13 Dec)
- **Global, *Health Policy Watch*:** [Conflicts and Climate Change Are Undermining UHC in Eastern Mediterranean](#) (Kerry Cullinan –12 Dec)
- **Global, *BMC*:** [Stock-outs of essential medicines among community health workers (CHWs) in low- and middle-income countries (LMICs): a systematic literature review of the extent, reasons, and consequences](#) (Olaniran et al – 15 July)

- **Ghana, *Ghanaweb***: [Maiden Universal Health Coverage Day seminar to be held on December 12](#) (John Eshun – 7 Dec)
- **Gambia, *The Point***: [Gambia celebrates first-ever Universal Health Coverage Day](#) (14 Dec)
- **Nigeria, *Voice of Nigeria***: [WHO, EU Declare ASHIA Best Performing Informal Health Sector In Nigeria](#) (Chinwe Onuigbo – 13 Dec)
- **Canada, *Tumbler Ridge News***: [The world and the UN celebrate "Health for All"](#) (William Kennedy – 14 Dec)
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