



UHC Day Campaign 2020

Information Note ver. 1.0

HEALTH FOR ALL: PROTECT EVERYONE.

*To end this crisis and build a safer and healthier future,
we must invest in health systems that protect us all — now.*

Background

Each year on 12 December, the world celebrates International Universal Health Coverage Day (UHC Day), an official UN-designated day, to raise awareness of the need for strong, equitable and resilient health systems and universal health coverage (UHC). UHC is based on the principle that everyone, everywhere should have access to quality essential health services without suffering financial hardship. It is a goal that cuts across all health targets and is such a beacon of hope for a healthier and more equitable world.

UHC Day marks the anniversary of the UN's historic and unanimous endorsement of UHC in 2012 as an essential priority for international development. Since then, it has become the annual rallying point for the growing movement for health for all. Every 12 December (12.12), advocates raise their voices to share the stories of the millions of people still waiting for health, to call on leaders to make smarter investments in health and to remind the world the imperative of Health for All.

Results of 2019 Campaign

UHC Day Campaign 2019 was the culmination of a defining year for the UHC movement. Three months after [the UN High-Level Meeting on UHC \(UN HLM\)](#), which resulted in the most ambitious and comprehensive health declaration in history, the 2019 campaign urged world leaders to “Keep the Promise” of their commitments (see [the State of UHC Commitment](#)). Led by the multi-stakeholder Coordinating Group of UHC Day (12.12.CG)¹ hosted by UHC2030²,

¹ 12.12.CG members are designated every year from the following multi-stakeholder representatives: UN secretariat, multilateral organization, health-related initiative, national government, local government, parliamentarian, civil society, philanthropic foundation, private sector, thinktank/academia. All members of the coordination group are expected to proactively lead or contribute to the development and dissemination of the campaign strategy and resources.

² UHC2030 is the global movement to build stronger health systems for UHC and provides a platform to convene and connect all stakeholders in support of countries' efforts to achieve UHC. It promotes enhanced political and financial commitments for UHC, more coherent health systems strengthening by all relevant health partners, inclusive approaches and accountability for results.



the sixth UHC Day focused on country ownership and accountability. Following the momentum of the UN HLM, the number of global partner events and social media engagement surged, overcoming the number of activities in years past.

Overview of the past UHC Day campaigns (see [results of past campaigns](#)):

- 229 events in 2019 (68 countries). 872M Twitter impressions, with 537M on 12.12 alone.
- 186 events in 2018 (60 countries). 895M Twitter impressions, with 379M on 12.12 alone.
- 164 events in 2017 (45 countries), inc'l UHC Forum in Tokyo. 1.2B Twitter impressions.



UHC Day Campaign 2020

December 2020 will mark one year since the first cases of COVID-19 were reported. UHC Day Campaign 2020 must remind the world that health for all is not a long-term wish, but an urgent priority to end this crisis and emerge stronger. Considering this global challenge that we are currently facing, the theme and primary narrative of campaigns this year will be:

HEALTH FOR ALL: PROTECT EVERYONE.

To end this crisis and build a safer and healthier future, we must invest in health systems that protect us all — now.

The choice is not between health security or UHC: strong, equitable systems grounded in primary health care and human rights are needed for both. It is critical not to wait until the crisis is past to accelerate political and financial commitments to achieve UHC. Instead, leaders must prioritize investments in strong, equitable health systems that protect everyone, respond to emergencies and leave no one behind in the future.

In 2020, UHC Day campaign will evolve to the next stage of the global movement – more localized and sustainable campaigns, i.e. more digital campaign materials will be made available so that local campaigners can customize them to include their local languages and adapt them to their local contexts. Various UHC umbrella products can be ordered [online](#) (NOTE: group order started on 12 October and will close on 2 November). Some useful online tools will be introduced to help campaigners to plan and organize virtual campaigns for free or at low cost. It would also allow us to adapt our campaign style this year in the 'New Normal' of the COVID-19 era.

The campaign support pack 2020 will be available on the [campaign microsite](#) soon. Please check the webpage frequently to find updates of campaign materials in the coming weeks.